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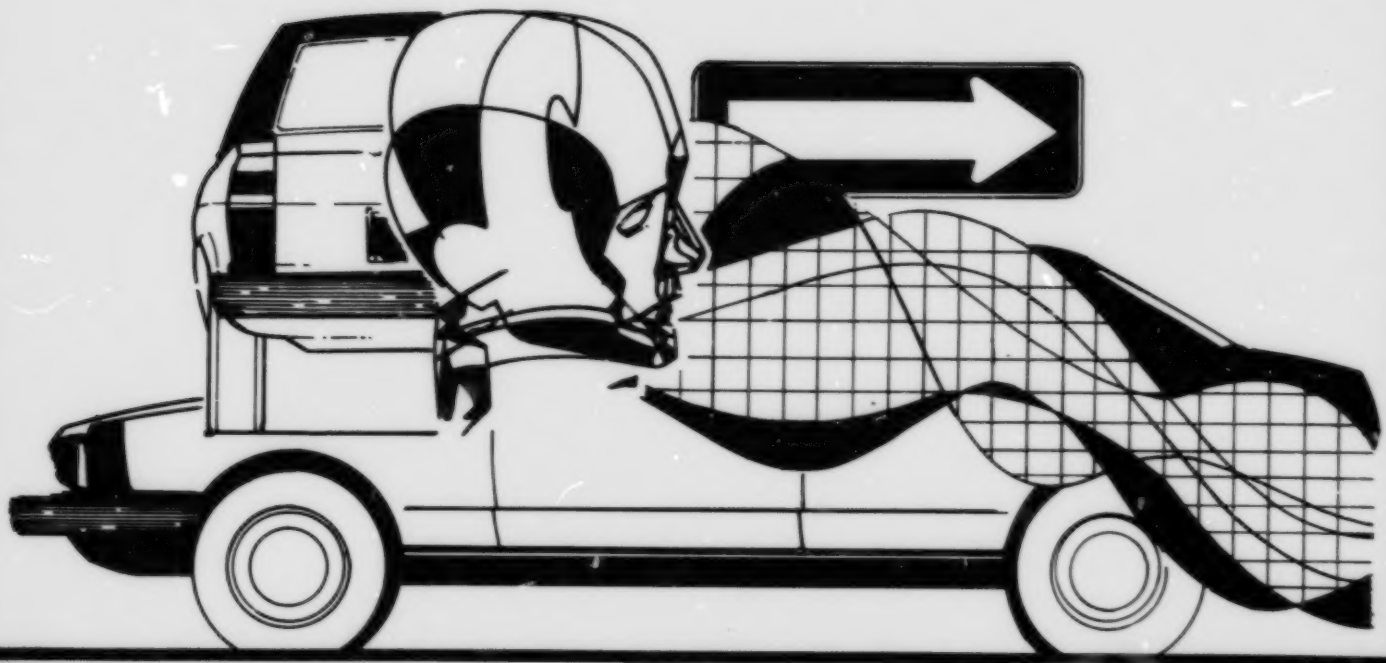
Concern for road safety: A national survey of drivers



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Concern for Road Safety: A National Survey of Drivers

A report prepared by the Road Users Division,
Road Safety and Motor Vehicle Regulation Directorate,
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17 Abstract

The national concern for road safety survey was conducted to provide information about Canadians' concern for traffic safety, perceptions of the danger involved in various driving situations, perceptions of the effectiveness of alternative countermeasures, willingness to pay for optional vehicle safety features, and attitudes toward automatic restraint systems and daytime running lights. A total of 2207 randomly selected Canadians of legal driving age were interviewed in March, 1986 concerning these issues. The results for each item in the survey are presented in the report, in most cases tabulated by province, sex, age group, and level of education of respondent.

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Attitudes, automatic restraints, daytime running lights, risk perception.	Limited number of copies available from Transport Canada.

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EXECUTIVE SUMMARY

The Road Safety and Motor Vehicle Regulation Directorate of Transport Canada conducted a national survey of drivers in March, 1986 to assess their opinions on specific road safety issues related to the development of motor vehicle safety standards. The survey was designed to determine the extent to which drivers are knowledgeable about certain types of automobile safety features and to indicate where public perceptions of road safety may not be consistent with actual data.

The national survey of drivers' concern for road safety was designed to:

- measure concern about road safety in general;
- assess people's knowledge of optional vehicle safety features and their willingness to pay for these features;
- determine people's knowledge of automatic occupant restraint systems and attitudes toward them;
- assess people's perceptions of the effectiveness of alternative road safety countermeasures; and
- determine the level of risk perceived by the public for various driving situations.

A total of 2207 randomly selected Canadian drivers were interviewed in their own homes in March, 1986. The sample included Canadians of legal driving age who had been licensed for at least six months and who reported that they had driven a car, van or light truck in the past 30 days. The sample was stratified by province, enumeration area, block and members in a household.

The survey results indicated that when buying a car, Canadians believe performance and handling is most important followed closely by quality of workmanship, safety features and fuel consumption. Eighty-seven percent of the people considered the vehicle they usually drive to be very well or fairly well equipped for safety. Canadians most frequently chose the rear window defroster (87%), power brakes (79%), power steering (79%), right side mirror (74%) and intermittent wipers (64%) as features they would like to have on their next car. The Centre High Mounted Stop Lamp was selected by 61% of the people. Shoulder belts in the

rear seat were of interest to 53% of the total sample while 47% selected anti-lock brakes and 44% were interested in having the anchor bolt for the tether strap of a child seat.

Most Canadians (90%) believe that driving with a blood alcohol level over the legal limit of .08% is a highly dangerous driving situation. On average, Canadians consider their own driving behaviour to be between moderately and extremely cautious. When asked about common driving errors, forty-five percent of respondents admitted to driving through yellow lights some of the time, 19% to following too closely some of the time, 13% to changing lanes abruptly and 4.6% to sometimes passing other vehicles at intersections. Reported seat belt use was 78% overall with 88% use in the provinces of New Brunswick and British Columbia and lowest use of seat belts in the provinces Prince Edward Island (34%) and Alberta (45%) which do not have legislation requiring the use of seat belts.

The vast majority of Canadians (88%), believed the most effective countermeasure for saving lives would be to increase police enforcement of the impaired driving laws. The alcohol interlock device which prevents the car from starting when the driver is impaired by alcohol or other drugs and a countermeasure that would encourage individual participation in community efforts to reduce impaired driving were also perceived by respondents (85%) as effective ways of saving lives. Raising the legal drinking age was rated as effective by only about 62% of respondents and approximately 28% believed it would be an ineffective countermeasure. Similar results were obtained for lowering the legal BAC from .08% to .05% for drivers under age 21. The ratings of effectiveness of automatic restraint systems showed that air bags are perceived as more effective devices for saving lives in comparison with automatic seat belts.

The results showed that when asked to indicate their willingness to pay for certain optional vehicle features for their next car, respondents were willing to pay the most money for anti-lock brakes followed closely by the items: air bags, radio and air conditioning. The least popular option was automatic seat belts.

Canadians were more aware of air bags (84%) than automatic seat belts (26%). Respondents indicated their favourability toward air bags and automatic seat belts after they saw pictures and were read an explanation of how each device works. On average, Canadians were only slightly

favourable toward air bags and even less favourable toward automatic seat belts. People were generally unfavourable toward the idea of a government requirement that manufacturers install automatic seat belts in new cars instead of the current active seat belts. When given a choice, 50% of the respondents said they would prefer the current active seat belts, 21% preferred automatic seat belts and 25% chose air bags.

Awareness of the purpose of daytime running lights was 61%, averaged over all respondents. Most Canadians (67%) favoured this countermeasure which refers to the use of vehicle lights during the daytime, under all weather conditions.

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INTRODUCTION

The National Survey of Drivers' Concern for Road Safety was conducted to assess the opinions of Canadians on specific road safety issues related to motor vehicle safety standards development. Previous research on concern for safety has been conducted in Canada by Wilde, O'Neill and Cannon (1975) in their regional study of the relationship between concern for road safety and perceived effectiveness and favourability toward a number of road safety countermeasures. A national survey by Jonah and Dawson (1982) that was designed primarily to assess attitudes toward and use of occupant restraints by Canadians also included a number of items designed to assess general concern for safety and perception of traffic accidents and vehicle safety. More recently, a national survey conducted for Transport Canada by Angus Reid Associates (1984) addressed a number of questions concerning safety in road, air, marine and hazardous goods transport.

The national concern for safety study was initiated by the Road Safety Directorate of Transport Canada in order to address the following objectives: (1) to assess public knowledge and opinions of optional vehicle safety features and willingness to pay for these features; (2) to determine the level of awareness of automatic occupant restraint systems and attitudes towards these systems; (3) to assess the perceived effectiveness of alternative road safety countermeasures and (4) to assess the perceived risk involved in various driving situations.

The methodology of the survey is described in Part II of this report. The results of the survey are reported and discussed in Part III which is organized into eight sections. The first section describes the general characteristics of the survey sample. In section 2 the results for questions related to concern for safety are described including the importance of factors when buying a new car, respondents' perceptions of how well their vehicles are designed for safety, and interest in having specific features on their vehicles. Section 3 deals with risk perception and driver behaviour including seat belt use. In section 4, the effectiveness ratings for various road safety countermeasures are reported. Section 5 examines the importance of optional vehicle features as determined by the willingness of respondents to pay for them. In section 6 the knowledge and attitudes of Canadian drivers toward air bags and automatic seat belts are presented and section 7

deals with awareness of the purpose of daytime running lights and favourability towards this countermeasure. The final section addresses the effect of intention to buy or not buy a new vehicle on the results for selected survey items.

SURVEY METHODOLOGY

A total of 2207 Canadian drivers were interviewed in their own homes in March, 1986.[1] The sample included Canadians of legal driving age who had been licensed for at least six months and who reported that they had driven a car, van or light truck in the past 30 days.

2.1 Sampling

A multi-stage sampling strategy was employed to ensure that a random sample of respondents was interviewed within each province. The survey was conducted as part of a shared-cost survey known as the OMNIBUS[2] survey, however, all items from the present survey were asked first in each interview and therefore were uncontaminated by questions from other surveys included in the interview. The completed interviews generated by the OMNIBUS survey varied according to provincial population size as shown in Table 1. Additional interviews were conducted in 6 provinces as a supplement to the OMNIBUS sample and allowed for analysis of the results by province.

The sampling frame for the study was the 1981 Census of Canada enumeration area list excluding the Yukon, Northwest Territories, Labrador and the northern-most parts of the provinces. About 300 enumeration areas were randomly selected for the study, resulting in clusters of about eight interviews per enumeration area. For each enumeration area a starting point for the interviewer was randomly selected on a map and a path drawn to systematically traverse all streets in the area. At each household listed, up to three calls were made in order to obtain a completed interview.

At each household contacted, the interviewer selected the respondent using the Kish Selection Grid (Kish, 1949). This method ensures that for any size of household, each member 16 years of age or older has an equal probability of being selected. The interviewer is required to list all members of the household age 16 or older in order from youngest to oldest, first males then females, on a table containing an "X" pattern inserted systematically prior to the field work. The name beside the last "X" is the selected respondent.

Once a member of the household was selected, the interviewer asked the two screening questions (i.e., driven in last 30 days and length of time held driver's licence) to determine if the respondent qualified as an active licensed driver. Only one interview was conducted at each household with no substitutions permitted.

2.2 Questionnaire Development

The final questionnaire used in the survey is included in the English and French versions in Appendix A. The questionnaire consists of a number of distinct sections each of which is described in what follows. In order to determine the eligibility of the respondent selected from a household, two screening questions were first asked. Respondents who had not driven a car, van or light truck in the past 30 days were excluded from the sample as were respondents who were licensed to drive for periods less than 6 months. This procedure was designed to ensure that interviews were conducted with drivers with recent driving experience.

Following the screening questions respondents were asked a number of questions about the car they usually drive including: type of vehicle, owned by respondent or not, purchased new or used, when purchased and whether they intended to buy a new or used vehicle within the next two years.

The next section of the questionnaire (Questions 9 to 13) was concerned with vehicle safety features. Respondents used a scale from 0 (not at all important) to 6 (very important) to rate the importance of safety features and other factors involved in deciding what car to buy. Interviewers then asked respondents their opinion of how well their car was designed for safety. Three further questions were based on a checklist where respondents indicated which features they would like to have on their next car, which features they have now and about any other safety features they would like to buy.

The focus of the next section of the questionnaire (Questions 14-21) was on attitudes toward and knowledge of automatic seat belts and air bags. Respondents were first asked to name any devices they could think of besides seat belts that were designed to protect drivers and passengers in the event of an accident. Those who were unable to provide the names were asked if they had ever heard of automatic seat belts and air bags. An explanation of how

the automatic seat belt system works was then read by the interviewer who also showed a picture of the system to respondents (see Appendix B) in order to provide all respondents with basic information about automatic seat belts. People then indicated their favourability toward automatic seat belts. A further question asked respondents about the likelihood that they would disconnect the automatic seat belt system. The operation of the air bag system was then described to all respondents (see Appendix B) who subsequently indicated their favourability toward the system and the likelihood that they would also use a seat belt with the air bag. Respondents were then asked to indicate the restraint system they preferred, either the current active belts, automatic seat belts or air bags. Later in the interview (Question 34), people were asked how favourable they were toward the possibility of car manufacturers being required by the government to install automatic seat belts in new cars.

The next three questions (Questions 22, 23 and 23a) were designed to assess knowledge of the purpose of Daytime Running Lights (DRL) and favourability toward the countermeasure. Respondents who gave unfavourable ratings were asked the reason.

Respondents were asked to rate on the 0 to 6 scale the effectiveness that each of a number of countermeasures would have in saving lives (Question 24). The measures (18 items) included five items related to impaired driving and such issues as passive restraints, DRL, speeding and driver licensing.

Questions concerned with the risks of driving followed next in the questionnaire (Questions 25-32). Using a logarithmic scale ranging from one chance in five to one chance in ten million, people were requested to assess their chances of being injured in a traffic accident in the next twelve months. The next question asked people to indicate on a scale from 0 (not at all dangerous), through 2 (somewhat dangerous), 4 (very dangerous) to 6 (extremely dangerous) the extent to which ten factors contributed to the dangers of driving. People then estimated the speed they would choose to drive on freeways if there were no speed limits. On a 0 to 6 scale ranging from not at all cautious to extremely cautious people rated their driving habits. Their frequency of engaging in certain driving behaviours was then indicated followed by a comparison of their own driving speed with that of other drivers.

Respondents then estimated the number of kilometres that they had driven in the last year and the number of times they used a seat belt during their last 10 trips.

In the subsequent section (Question 33), respondents indicated their willingness to pay from $50 to $1000 for a number of optional features for cars and light trucks, whether they would only choose the features if there were no cost or whether they would never choose them.

The final section of the questionnaire (Question 35-52) was concerned with further vehicle information, number of tickets received for traffic violations, number of accidents and number of times respondents had driven while impaired in the past 30 days. Demographic information recorded in this section included respondents' age, education, language, marital status, employment status and total household income. The number of household members over 16 years of age and under 16 years of age, respondent's gender, community size and province were also recorded.

2.3 Pretest

A preliminary version of the questionnaire was administered to 38 Anglophones in Toronto and 36 Francophones in Montreal. The pretest revealed a few minor problems with the questionnaire which were corrected for the final version.

2.4 Interviewer Training

The contractor arranged for the briefing sessions for the regional field supervisors to be conducted by field managers from the Toronto and Montreal offices via telephone. Each regional supervisor then held briefing sessions for interviewers in that area. Assignment kits containing all survey materials were given to interviewers at the briefing session. The briefing session, of about two hours duration, began with a check that all the required items were contained in each assignment kit. The supervisor then reviewed each question of the questionnaire. The method of correct respondent selection was discussed first. Skip patterns were explained and and their importance stressed. The supporting materials such as cards and photographs were demonstrated for the appropriate questions. During this time the interviewers were encouraged to ask questions as they came to mind to avoid confusion on later sections of the questionnaire. Each

interviewer then conducted a practice interview and the supervisor corrected any problem areas.

2.5 Sample Weighting

In order to generate weighted national estimates for the responses to the survey, the data were weighted provincially by the number of licensed drivers in each province, according to the results of the 1983 Census. The tables of results that follow present weighted national estimates wherever results for Canada are given. Cross-tabulated results (i.e., by province or age) are based on unweighted data. All statistical tests of differences and associations were conducted on the unweighted sample.

2.6 Response Rate

A summary of the record of calls appears in Table 2. The total number of households included in the sample was 8,636 with a 26% yield of completed interviews with eligible respondents (licensed 6 months or more and driven in last 30 days). The percentage of calls resulting in no contact was 26% of the total households called on. In a further 2% of all calls the sex quota was already filled and no interview was attempted. Refusals to participate were obtained from 32% of all households called. Ineligibility as a licensed active driver occurred in 10% of the cases and in a further 4% of all cases interviews were not completed for miscellaneous reasons. Among the households where a personal contact with the randomly selected respondent was made (6204 cases), 36% of those contacts resulted in a completed interview, 45% resulted in a refusal, 13% were terminated due to ineligibility of respondent as an active, licensed driver and 6% were not completed for other reasons. The time required on the part of respondents to complete the OMNIBUS interviews was most likely a factor in the high rate of refusal to participate.

RESULTS AND DISCUSSION

3.1 Characteristics of the Survey Sample

The characteristics of the survey sample are summarized in Appendix C. The sample was 55.3% male and 44.7% female. The age breakdown of the sample was such that 13.3% were 16 to 24 years of age, 54.5% were from 25 to 49 years old and 32.2% were 50 years or older. Comparison with the actual population age distributions of licensed drivers for the five provinces for which these statistics were available indicated that young drivers may be slightly underrepresented in the survey sample. Thirty-two percent of respondents reported an educational level that was beyond the high school or vocational program level. Twenty-seven percent had completed high school or vocational school, 23% had some high school education and the remaining 18% had incomplete high school or public school level of education. Seventy-two percent of respondents were married and 59% were employed or self-employed either full or part-time. The median value household income was approximately $30,000. Eighty-eight percent of the respondents had been licensed drivers for periods longer than 5 years. The median distance driven in the past twelve months was 12,000 kilometres. Sixty-four percent of respondents reported that they always use their seat belt, 15% never wear seat belts, 20% occasionally use a seat belt and 1% could not give an answer.

The percentage of vehicle owners in the sample was 70.4%. The sample was almost evenly divided on whether the vehicle they drive most often had been purchased new or used. Among those who drive cars purchased new, 47% drive cars purchased in the last 2 years (i.e., 23% of the total sample). Thirteen percent of respondents reported that the vehicle they usually drive is a van or light truck, 26.1% drive compact or subcompact cars, 28.1% drive intermediate size cars and 32.3% drive full size cars. In response to the question of whether they intended to buy a new vehicle sometime within the next two years, 34% of the total sample replied positively, 54% negatively and 12% were undecided. Of those who intended to buy a new vehicle in the next 2 years, 59.4% thought it would be purchased new, 40.6% believed they would buy a used car.

3.2 Concern for Safety

The mean ratings of importance assigned to various factors people consider when buying cars are presented in Table 3 by province and as the weighted national average.

Performance and handling was the factor rated most important followed by quality of workmanship, safety features and fuel consumption. Differences among provincial means were significant only for safety features and fuel consumption. Safety features were on average given higher ratings of importance by respondents in Nova Scotia and lower ratings by Quebec respondents compared with respondents in other provinces. Fuel consumption was very important to Newfoundland respondents and had the lowest average rating for respondents in British Columbia.

Tables 4, 5 and 6 summarize the importance of these factors by sex, age and education, respectively. Women gave significantly higher ratings than men to the factors seating capacity, maintenance cost, fuel consumption, safety features, purchase price and performance and handling. Older respondents (50 years or more) rated comfort, safety features, quality of workmanship and performance and handling as more important compared to the other age groups. The factor appearance and style was rated higher by younger respondents (16-29 years) while seating capacity was more important for the 30-49 age group. Respondents with public school education gave greater importance to comfort and purchase price compared to respondents with other levels of education. Lower ratings were given to the factor performance and handling by respondents with post secondary education.

Perception of Vehicle Safety

Table 7 presents the respondents' perception of how well the car they usually drive is designed for safety, with 36.9% of Canadians responding that their vehicle is very well designed for safety. Fifty percent of Canadians believe their vehicle is fairly well designed for safety while 9.2% believe their vehicle is not as well designed as they would like, 2.7% believe their vehicles were very poorly designed and 1.2% were unable to respond. Respondents in Alberta were least satisfied, with 13.9% reporting that their cars were not as well designed for safety as they would like them to be. Men and women did not differ in their opinions however younger respondents and those with more education perceived their cars to be less safe than they would like, as shown in Tables 8, 9 and 10, respectively.

Selection of Vehicle Features

When presented with a checklist for features they would like to have on their next car, Canadians most frequently chose the following five items which are given along with the corresponding percentages of respondents who selected them: rear window defroster (86.6%), power brakes (79.5%), power steering (78.9%), right side mirror (74.2%) and intermittent wipers (64.3%), as presented in Table 12. The percentage of respondents who selected the Centre High Mounted Stop Lamp (CHMSL) for their next car was 60.9%. Shoulder belts in the rear seat were of interest to 52.6% of the total sample while 47% selected anti-lock brakes and 44% said they would be interested in having an anchor bolt for the tether strap of a child seat. The provinces differed significantly in percent of respondents choosing shoulder belts in the rear seat with respondents from Nova Scotia and Alberta selecting them most frequently (63%) and Quebec respondents the least frequently (39.6%). Variation among provincial results was also statistically significant for power brakes, power steering, cruise control, rear window wiper, intermittent wipers, puncture proof tires, headlights on buzzer, tilt steering, block heater and anchor bolt for tether strap. Men selected the right-side mirror and anti-lock brakes more frequently than women while women were more likely to choose puncture proof tires, headlights-on buzzer and fuel economy indicator as given in Table 13.

Items identified by fifty percent or more of respondents as equipment on the vehicle they usually drive were power brakes, rear window defroster, power steering, right side mirror, intermittent wipers and block heater, with provincial differences significant for all but right side mirror (Table 14). Male respondents reported the presence of a block heater and rear seat shoulder belts significantly more often than female respondents; a rear window defroster and reclining front seats were identified more often by female respondents, as shown in Table 15.

Respondents were next asked if there were any other safety features they would like to buy for their car. Air bags were spontaneously mentioned by 16.8% of those surveyed with significant variation by province. Automatic seat belts were mentioned by only 2.6% of respondents. The province of Quebec had the highest percentage of respondents naming air bags (20.7%) and automatic belts (7.1%) as safety features desired for their next car. As shown in Table 16, all other features were named by less than 5% of the sample.

3.3 Risk Perception and Driver Behaviour

Perception of Risk of Traffic Accident

Table 17 reveals that the average rating given for chance of being injured in a traffic accident in the next 12 months was 3.94 on the scale which represents a probability of approximately 1 in 1,000 as coded on the scale. This represents a perceived risk that is slightly less than the 1981 survey indicated (mean scale value was 3.45 in 1981 versus 3.94 in 1986). The current result did not show significant variation with the variables province, sex, age, education, community size or seat belt use.

Perceived Danger in Driving Situations

Respondents used the 0 to 6 scale to indicate their perception of the danger involved in various driving situations. The percent of respondents at each point on the scale and the mean ratings by province are presented in Tables 18 and 19, respectively. Tables 20 to 23 show the mean ratings by sex, age, education and seat belt use, respectively. The factor with the highest mean rating was driving with a blood alcohol level over the legal limit of .08%, which was rated as highly dangerous (5 or 6 on the scale) by 90.5% of the people. DWI was perceived as a more dangerous situation by females than males and by those who always use their seat belt compared to occasional and non-users. The perceived danger of DWI was lowest for respondents aged 16-24 and increased directly with age. Respondents' level of education was unrelated to the rated danger of DWI and provincial differences were not significant. A majority of the respondents (77.3%) also rated driving with unrestrained children as a highly dangerous situation. Women gave higher ratings than men but age and education were unrelated. Perceived danger of DWI was greater for seat belt users versus occasional or non-users.

Driving at night with one headlight received an overall mean rating of 4.35 and was rated highest in Quebec, lowest in Nova Scotia and Saskatchewan. There was no sex difference in responses but the perceived danger did increase as age and seat belt use increased. Perceived danger decreased as respondents' level of education increased. Driving in a snowstorm was rated as more dangerous in New Brunswick, Prince Edward Island and British Columbia while Quebec respondents had the lowest mean rating. This situation was considered more dangerous by

females and older respondents. Ratings decreased with higher levels of education but were unrelated to seat belt use.

Driving with unrestrained front seat occupants was perceived as less dangerous in Prince Edward Island and Alberta, (provinces without seat belt laws) and Manitoba compared with the other provinces. Danger ratings were higher for women, and increased with age and seat belt use but were not related to education level. Driving with back seat occupants unrestrained was judged to be less dangerous by respondents in Prince Edward Island, Alberta, Manitoba and Quebec (the use of restraint systems in the rear seat is not required in Quebec) compared with other provinces. Perceived danger was higher for women than men, increased with age and with seat belt use but was unrelated to education.

Driving with the rear window fogged was given lower ratings in Newfoundland, higher in Quebec. Once again, older respondents, seat belt users and women considered the situation more dangerous than did men, younger respondents and seat belt non-users. There was no effect of education. Speeding was considered somewhat less dangerous in Quebec and Alberta and as more dangerous in Manitoba, compared with other provinces. As with most of the situations, women attributed more danger to speeding than did men. Younger drivers and non-users or occasional users of seat belts perceived speeding as less dangerous than did older drivers and seat belt users. The perceived danger in speeding decreased as level of education increased.

Among the driving situations that respondents rated, those perceived to be least dangerous were driving with head restraints improperly adjusted and driving a small car. Driver sex and education were not related to judgements of the danger in these two situations. However, younger drivers perceived less danger than older drivers and seat belt users perceived more danger in having improperly adjusted head restraints compared with seat belt non-users. The provinces of Prince Edward Island and Newfoundland had the lowest perceived amount of danger for both driving a small car and having improperly adjusted head restraints. Improperly adjusted head restraints were considered most dangerous by Quebec respondents while Manitoba, Saskatchewan and Alberta respondents gave higher ratings of danger to

driving a small car than did respondents from other provinces.

Respondents' Perceptions of Their Own Driving Behaviour

Respondents were asked to imagine that Canada's multi-lane highways had no speed limits and to estimate how fast they would drive under perfect conditions. The overall mean estimate was 115 km/hr with a range from 103 to 123 km/hr across the provinces (see Table 24) although the differences were not significant. No significant differences were obtained in the analyses by sex, age, education or seat belt use, as shown in Tables 25-28.

Respondents used the 0 to 6 scale to rate their own driving habits with respect to how cautiously they drive and the result was a mean value of 4.62 which is between moderately and extremely cautious on the scale (see Table 24). Drivers in Quebec gave more cautious ratings than the national average while respondents in Alberta gave ratings that were lower than the national average. Women considered their driving as more cautious than did men and perceived caution was greater among older compared to younger drivers. Respondents who always use seat belts perceived their driving behaviour as more cautious than respondents who use seat belts occasionally or never. Perceived caution was not related to level of education (see Tables 25-28).

The next set of questions required that respondents report the frequency (most of the time, some of the time, rarely or never) that best describes how often they make certain driving errors. Since respondents generally avoided use of the response category "most of the time", the results in Tables 29 through Table 48 are based on the three categories: some of the time (which includes most of the time), rarely and never.

The first driving habit that was addressed was driving through yellow lights. Forty-five percent of Canadians admitted that they engage in this driver error at least some of the time. Quebec, Ontario, Manitoba, Alberta and British Columbia respondents tended to drive through yellow lights more often than respondents in other provinces. Men, younger respondents, those with higher levels of education and seat belt non-users were the groups which showed the highest frequencies of driving through

yellow lights (see Tables 29-33). The results for the next driving habit as presented in Table 34, show that 82.8% of the drivers surveyed never pass other vehicles at intersections, 13.6% rarely commit this error and 4.6% admitted they do it some of the time. Respondents in Manitoba showed the highest frequency of engaging in this driver action as did men compared to women and younger versus older drivers. Respondents with post secondary education and those who always use seat belts were less likely to pass at intersections (see Tables 34-38).

The percentage of respondents who reported that they follow too closely at least some of the time when they drive, ranged from 14.3% in Saskatchewan up to 27.7% in Newfoundland with an average of 19% over all provinces (see Table 39). Men reported the driving error of following too closely more frequently than women did and the frequency declined as driver age increased (see Tables 40-41). This driver action was engaged in less often by respondents with public school education and by seat belt users as shown in Tables 42 and 43. The final item rated was changing lanes abruptly which averaged 12.9% overall and had a range from 10.4% in Prince Edward Island to 22.2% in Manitoba for drivers who engage in this action some of the time. Once again, the male respondents, younger respondents, those with public school education and seat belt non-users were those most likely to report that changing lanes abruptly is one of their driving habits (see Tables 44-48).

When asked to compare their own driving speed with that of other drivers, 19.4% of those surveyed thought they drove faster, 59.4% believed they drove at about the same speed as others and 21.2% thought they drove slower (see Table 49). A greater percentage of men than women believed they drove faster than others as shown in Table 50. Younger respondents were more likely to think they drove faster than others, while older drivers thought they drove slower than others (see Table 51). People with just public school education were more likely to respond that they drove slower than others as given in Table 52. Non-users and occasional users of seat belts thought they generally drive faster than others while most seat belt users thought they drove the same or slower than other drivers (see Table 53).

Seat Belt Use

Seat belt use on the last 10 trips was 77.7% overall with the greatest use reported by respondents in New Brunswick (88.7%) and British Columbia (88.8%) as presented in Table 54. Respondents from Prince Edward Island and Alberta reported the lowest use of seat belts on the last 10 trips, at 33.6% and 44.7% respectively. Self-reported seat belt use was higher for females and increased directly with respondents' age (see Tables 55-56). Respondents with post secondary education reported the highest frequency of seat belt use, followed by those who had completed high school, and all those with less than complete high school reported somewhat lower seat belt use (Table 59). Belt use was related to community size, increasing directly as community size increased, as shown in Table 58.

Accidents, Violations and DWI

Tables 59 to 61 show reported accident involvement and frequency of moving traffic violations within the past 3 years by province, sex and age, respectively. Table 59 gives the percent of accident-free and violation-free respondents (i.e., those who reported zero accidents and zero violations) for each province and for Canada. Traffic violations included only those for which respondents received a "ticket" with the exclusion of parking tickets.

The percentage of drivers who were accident-free in the past 3 years of driving was 81.3%, with no significant variation among provinces. Over the same time period, 75.6% of the national sample were violation-free. Respondents in Quebec, Alberta and British Columbia were more likely to have received traffic tickets compared with respondents in other provinces. The percentage of accident-involved males and females did not differ significantly, however, male respondents had significantly more traffic violations. Drivers under age 24 were much more likely to have had both accidents and violations, when compared with older drivers.

Only a small percentage of drivers reported accidents for which they were responsible and the result did not vary among the provinces (see Table 64). The difference between males and females was not significant for accidents in which the respondent was at fault (Table 65). Drivers

under age 24 were more than twice as likely as other drivers to have had accidents for which they were responsible (Table 66).

The percentage of drivers who reported that they had driven while impaired in the past 30 days was 8.0% in the national sample with no significant variation among provinces (Table 67). Males were more than twice as likely as females to have driven while impaired, and driving while impaired was reported most frequently by drivers under 24 years of age, less frequently as driver age increased. According to a 1983 national survey on drinking and driving (Wilson, 1984) the percentage of respondents reporting driving while impaired in the past 30 days was 11%. As in the present survey, the 1983 data showed no provincial differences in DWI, male drinkers were more likely than female drinkers to have driven while impaired in the past 30 days and DWI was most prevalent among the youngest group of drivers.

3.4 Effectiveness of Road Safety Countermeasures

Respondents rated eighteen road safety countermeasures on the effectiveness that each would have in saving lives. Table 70 presents for each countermeasure the percent of the weighted sample that was obtained at each point on the effectiveness scale. Tables 71-75 give the mean effectiveness ratings by province, sex, age, education and seat belt use respectively.

Increased police enforcement of impaired driving laws received the highest mean rating nationally and was perceived as an effective countermeasure (score of 4, 5 or 6 on scale) by 88% of respondents. Manitoba and New Brunswick respondents attributed less effectiveness to increased enforcement of DWI laws than those in other provinces. Females gave somewhat higher effectiveness ratings to increased enforcement of DWI laws as did respondents aged 25-49, those with at least a high school education and respondents who always use seat belts. Another alcohol countermeasure, the alcohol interlock device which prevents the car from starting when the driver is impaired by alcohol or other drugs, was perceived as an effective countermeasure by 86% of the respondents. Ratings were lower in New Brunswick, Manitoba and Saskatchewan than in other provinces and females believed more than males that the device would save lives.

Eighty-five percent of the people believed that encouraging individual participation in community efforts to reduce impaired driving would be an effective countermeasure. Respondents from Prince Edward Island, Newfoundland and Quebec considered individual and community efforts more effective than did other respondents. Female respondents gave higher effectiveness ratings to community work than did males.

The sample was divided in opinion on the effectiveness of raising the legal drinking age to 21. While 62% believed raising the drinking age would be effective, 27% believed it would not be effective at all and the remainder chose the midpoint or undecided rating on the scale. Effectiveness rating increased with age, older respondents perceiving more benefit to raising the drinking age. Nova Scotia, Quebec and Ontario respondents tended to give higher ratings than other respondents. Perceived effectiveness of raising the drinking age was higher for females than males and increased directly with respondents' seat belt use but no relationship was found with education.

The perceived effectiveness of lowering the legal BAC from .08% to .05% for drivers under 21 was high for 62% of the sample but 28% believed it was an ineffective countermeasure. Males, younger respondents and non-users of seat belts tended to give lower ratings of effectiveness for this countermeasure than did other respondents. Respondents in Nova Scotia attributed the greatest effectiveness to this countermeasure, Prince Edward Island respondents were most likely to rate it as an ineffective countermeasure.

Concerning vehicle countermeasures, requirements intended to reduce splash and spray from large trucks and improvements to car brakes to prevent wheel lock-up (anti-lock brakes) were viewed as effective by 86% of the sample. Increasing car door and roof strength was considered effective by 84% of respondents. People from the Maritime provinces, Quebec and Ontario believed splash and spray reduction would be effective in saving lives to a greater extent than people from the western provinces. There was a strong age effect with older respondents considering this countermeasure more effective as did those respondents with lower levels of education. Respondents who lived in Prince Edward Island, Nova Scotia, Quebec and Ontario saw more value in anti-lock brakes than respondents from other provinces. Females were more convinced of the effectiveness of anti-lock brakes than were males. The value of having stronger car doors and roofs was generally

rated higher by females. People in Newfoundland believed most in the effectiveness of this countermeasure, those in Alberta were the least convinced.

Seat belts on school buses, the enforcement of speed limits and road safety public education were countermeasures perceived by the majority of respondents (75%) as effective in saving lives. Females attributed greater effectiveness to each of the above countermeasures than did males with significant differences obtained for seat belts on school buses and the enforcement of speed limits. The effectiveness of seat belts in school buses was considered to be greater by seat belt users and by respondents in the 25-49 age group which would include respondents who likely have children riding school buses. Stricter enforcement of speed limits was rated higher by older respondents and seat belt users. The perceived effectiveness of road safety public education increased directly with increases in seat belt use.

The increased enforcement of seat belt laws was perceived as an effective countermeasure by about 65% of the sample, and was perceived as ineffective by about 20%. Effectiveness ratings were highest in Newfoundland and Quebec and considerably lower in New Brunswick and Manitoba. Females, respondents 25-49 years of age and those with completed high school or post secondary education gave higher ratings to the effectiveness of seat belt enforcement. Not surprisingly, seat belt non-users considered seat belt enforcement an ineffective countermeasure and effectiveness ratings increased with seat belt use. Shoulder belts in the rear seat were considered to be effective in saving lives by 64% of respondents with those in Newfoundland and Nova Scotia more convinced than respondents in other provinces, and Manitoba respondents least convinced. People who had completed high school or post secondary education, females and seat belt users tended to rate the effectiveness of rear seat shoulder belts higher than others. Opinion on the effectiveness of driving with front lights that are on whenever the vehicle is operating (Daytime Running Lights or DRL) was similarily divided with 63% on the effective side, 23% not effective. Manitoba had the lowest mean rating and Saskatchewan and Alberta the highest. Males and respondents aged 50 or more tended to consider the countermeasure less effective.

Twenty-eight percent of the sample believed that raising the driving age to 18 would not be effective in saving lives. Prince Edward Island and Saskatchewan

respondents were most negative about raising the driving age, Quebec respondents showed the greatest belief in its effectiveness. There was a significant age effect with the effectiveness of the countermeasure rated lower by younger respondents. Male respondents and seat belt non-users were also more likely to give low effectiveness ratings to this countermeasure. The use of more difficult driver licensing tests was a countermeasure generally considered to be of low effectiveness. The lowest mean effectiveness rating was found for respondents in Prince Edward Island and New Brunswick. Respondents with only public school education and seat belt non-users felt more difficult license tests would not be effective in saving lives.

The countermeasure with the lowest mean effectiveness rating overall was automatic seat belts. Thirty-one percent believed they were not effective and 53% said they would be effective in saving lives. Air bags on the other hand, were judged to be effective by 75% of the sample, ineffective by only 13%. As with all the countermeasures, there was a tendency for female respondents to give higher ratings of effectiveness than males. The youngest age groups gave the highest effectiveness rating to air bags, respondents over 50 gave significantly lower ratings; automatic seat belts were given slightly higher ratings by respondents aged 25-49 compared to younger or older respondents. The effectiveness of air bags was rated lower by those with only public school education but was unrelated to respondents' seat belt use. Respondents with less than a completed high school education were slightly less convinced of the effectiveness of automatic seat belts. Non-users of seat belts, on average, believed automatic seat belts would be an ineffective countermeasure in saving lives; those who used seat belts occasionally or always rated automatic seat belts as only slightly effective.

3.5 Importance of Optional Vehicle Features

In this section of the survey the objective was to measure the importance attached to optional safety features for cars and light trucks. Respondents indicated how much money they would be willing to pay for each of thirteen options.

The results are presented for each option in Table 76 as the percent of the weighted sample at each response category: never choose, choose if no cost, willing to pay up to $50, up to $100, up to $200, up to $500 and up to

$1000. More than 90% of respondents chose the faster defogger/defroster, warning indicators, anti-lock brakes, right side mirror and radio as optional equipment they would like to have. Air bags and shoulder belts in the rear seat were each chosen by 82% of the people. These were followed by daytime running lights (80.2%), air conditioning (74.9%), cruise control (70.7%), alcohol interlock device (69.9%), and the impaired driver warning device (69.7%). The least popular option was automatic seat belts which were chosen by 61.8% of respondents.

Tables 77 to 116 give the amount respondents were willing to pay by province, for each optional feature. As there were several features for which the response categories "up to $1000" and "up to $500" received less than 5% of the responses, it was decided to combine these categories with "up to $200" to give the percentage of respondents willing to spend "More than $100" on any of the items. The response choices "Up to $50" and "Up to $100" have also been combined to produce the percentage of respondents willing to pay "$100 or less". Additional tables presenting the results by age, sex and education are included in Appendix D.

The item respondents were willing to pay the most money for was anti-lock brakes, where 38.0% said they would pay more than $100. Thirty-five percent said they would pay more than $100 for air bags, 31% would pay that much for a radio and 33% for air conditioning. While a large proportion of respondents wanted to have rear shoulder belts, 36.9% did not want to pay for them and only 11% would pay more than $100. Only 12.7% of the respondents said they would be willing to pay more than $100 for automatic seat belts.

The percentage of respondents willing to pay any amount for a faster defogger/defroster ranged from 53.3% in Prince Edward Island to 72.3% in Alberta (see Table 77). Respondents in Saskatchewan were most willing to pay for this feature, 22.9% were willing to pay more than $100. Anti-lock brakes were an item that 47% of respondents in Saskatchewan and Alberta were willing to pay more than $100 for as shown in Table 78. New Brunswick and Quebec respondents were least willing to spend over $100 for anti-lock brakes. Less than 5% of respondents in any province were willing to spend more than $100 for a right-side mirror, which probably reflects the actual cost of the item. The provinces did not vary significantly for this feature as presented in Table 79.

Depending on the province, between 13% and 21% of respondents would never choose to have Daytime Running Lights (DRL) on their vehicles (see Table 80). However 22.9% of Saskatchewan respondents would pay more than $100 for DRL. In Quebec, 8.4% of respondents were willing to spend more than $100.

Table 81 presents the results for the alcohol interlock, a device which prevents a vehicle from starting if the driver is impaired by alcohol or other drugs. Respondents in Newfoundland were most interested in the alcohol interlock as only 16.6% said they would never choose it compared with percentages ranging from 27.7% to 36.6% for the other provinces. Respondents in Newfoundland also were the most willing to pay more than $100 for the alcohol interlock device (32.4%) followed closely by respondents in Saskatchewan and Alberta. Quebec and New Brunswick respondents were least interested in paying for the feature.

Respondents in Newfoundland were also those most interested in paying to get an impaired driver warning device, which is designed to detect drivers impaired by alcohol or other drugs and deliver a message warning them against driving (see Table 82).

The percentage of Canadians surveyed who would never choose air bags for their vehicles ranged from 9.8% in Alberta up to 29.1% in New Brunswick (see Table 83). The importance of air bags to Albertans was also evident from the result that 50% responded that they would be willing to pay more than $100 to have them on the vehicle they drive. The percentage of respondents who would never choose air bags did not vary significantly with frequency of seat belt use.

Respondents in Prince Edward Island and Quebec were least willing to pay any amount for shoulder belts in the rear seat as shown in Table 84. This result is not surprising since seat belts need not be used by adults in the rear seat in either province (in Quebec, only front seat occupants are required to use seat belts; in Prince Edward Island, only children under 12 are required to use a restraint system). Nova Scotia and Newfoundland respondents were most willing to pay for rear seat shoulder belts. Interest in having rear shoulder belts and willingness to pay for them was greater for respondents who reported they occasionally or always use seat belts compared with respondents who never use seat belts. Only 13.3% of

respondents who always use seat belts said they would never choose rear seat shoulder belts while 17.6% of occasional users of seat belts and 28.8% of non-users would never choose the belts.

Respondents in Newfoundland were most interested in automatic seat belts, as determined from the high percentage (23.1%) who would pay more than $100 for the automatic belts and only 26.6% who would never choose to have them (see Table 85). Forty-six percent of respondents in Prince Edward Island and 45% of Nova Scotians surveyed responded that they would never choose to have automatic belts in their cars. Respondents who never use seat belts were significantly less likely to choose for free or to pay for the automatic belts, as 61.7% said they would never choose them compared with 34.3% of occasional seat belt users and 36.3% of respondents who always use seat belts.

Warning indicators to indicate potential vehicle problems such as lights left on, a nearly empty gas tank or key still in ignition, were considered an important option, as the percent of respondents willing to pay more than $100 for the option ranged from 17.4% in Quebec to 36.7% in Saskatchewan (see Table 86).

Interest in having a car radio varied according to provinces as shown in Table 87, with respondents in Alberta (36.6%) most willing to pay more than $100 for a radio and only 1.8% who would never choose to have a radio. Saskatchewan had the highest percentage of respondents who would never choose to have a radio (14.5%).

Thirty-six percent of respondents from Nova Scotia and Quebec would never choose air conditioning as an option, however, percentages varied depending on the province (see Table 88). Respondents in Manitoba, Saskatchewan and Alberta were the most likely to choose air conditioning and indicate they would pay more than $100 for the feature. As presented in Table 89, respondents in Manitoba, Saskatchewan and Alberta were those most willing to pay for cruise control.

3.6 Automatic Occupant Restraint Systems

Automatic restraint systems for motor vehicle occupants are devices developed by motor vehicle manufacturers to provide protection for front seat occupants during a collision, with no action required on the part of

the occupants. At the present time automatic restraint systems are either air cushion restraint systems (air bags) or automatic seat belts. The air bag consists of a set of devices which act to deploy a gas-filled cushion automatically upon impact. The occupant would be thrown forward into the air bag which then deflates, thereby cushioning the occupant. In accidents which do not involve a frontal collision (side or rear impact, rollover) the air bag is not deployed and occupants are unprotected unless they wear seat belts. Automatic seat belts are devices similar to the manual or active seat belts currently installed in the front seat of North American cars, however, no action is required on the part of the occupant for the use of an automatic seat belt. The automatic seat belt is attached to the door of the car and automatically fastens around the occupant when the door is closed and spools out when the door is opened.

In response to the continuing low seat belt use rate in the United States, the U.S. Department of Transportation issued a requirement that each manufacturer equip 10% of its vehicle fleet with automatic restraint devices commencing September 1, 1986. By September, 1989, 100% of vehicles sold in the United States will require such protection. However, no automatic protection will be required if 67% of the American population is subject to state seat belt laws which meet the specifications of the U.S. Department of Transportation.

In Canada, motor vehicle manufacturers have had, since 1972, the option of installing automatic restraint systems provided that they demonstrate a level of safety equivalent to that of conventional seat belts. Since this standard is more stringent than the U.S. regulation, certain vehicle models with automatic restraints may not be available for sale in Canada and other models with automatic restraints in the U.S. may have manual systems in Canada. This may generate consumer interest in automatic restraints and requests for changes to Canadian safety standards.

In the 1981 National Occupant Restraint Survey (Jonah & Dawson, 1982) questions were included to determine Canadians' knowledge of and attitudes toward air bags and automatic seat belts. The results showed that Canadians were more aware of air bags than automatic seat belts, a result also reported consistently in surveys of public opinion conducted in the United States (Hart, 1978; Teknekron, 1979; Lund, 1983).

Favourability toward automatic restraints depends on the information provided about air bags and automatic seat belts as the driving public has little experience with automatic restraints on which to base responses. In the 1981 national survey (Jonah and Dawson, 1982), respondents were shown a picture of the automatic seat belt, told how it works, then asked to rate their favourability toward it. Next, they were told that automatic belts would restrict movement and cost $150 more than active belts and asked to rate them again. Initially, the average favourability rating toward automatic seat belts was half favourable/half unfavourable (the midpoint on the scale) but after the limitations were made known to respondents, the average favourability rating was slightly unfavourable. Similarly with air bags, respondents were initially slightly favourable. After being informed that they would have to wear lap belts to be fully protected and that the replacement cost of air bags would be about $800, respondents were slightly unfavourable toward them.

The present survey assessed respondents' attitudes towards automatic restraints after they were given basic information about how the systems work. Respondents were also asked to estimate the likelihood that they would try to disconnect or defeat the automatic systems, to indicate their preference among air bags, automatic seat belts or manual seat belts and give their favourability toward a regulation that would require all new cars to be equipped with automatic seat belts.

Knowledge of and Attitudes Toward Passive Restraints

Respondents were first provided the opportunity to indicate their awareness of automatic restraint systems when asked to name any safety features they would like on their next vehicle. As indicated earlier in Table 16, 16.8% of respondents named air bags and 2.6% said automatic belts, with significant differences in percentages depending on the province (see page 26). The next survey question asked respondents to name any devices besides seat belts that automobile manufacturers have designed to protect drivers and passengers from hitting the windshield or dashboard. Air bags were named by 55.8% of the respondents, while only 7.5% offered automatic seat belts (Table 90). The percentages of respondents who had heard of the passive restraint devices was 83.7% for air bags and 26.4% for automatic belts. Awareness of air bags was greatest in British Columbia, Alberta and Ontario compared with other

provinces and awareness of automatic belts was greatest in British Columbia and Quebec. In Tables 91-94 awareness of passive restraints is presented by sex, age, education level and seat belt use of respondents, respectively. Men were more aware of both air bags and automatic belts than were women. Respondents 50 years of age or more were least aware of automatic belts but for air bags the difference in awareness between age groups was not significant. Awareness of both air bags and automatic seat belts increased as a function of level of education. Respondents' reported seat belt use was also related to their awareness of passive restraints. Awareness of both devices increased with increasing frequency of seat belt use. Those most likely to have heard of air bags and automatic belts were therefore well educated males aged less than 50 years old, who reported always using seat belts.

A picture of an automatic seat belt was shown to respondents and they also read an explanation of how the device works (see Appendix B). People then rated how favourable or unfavourable their opinion of the automatic belt was, using the 0-6 favourability scale, with results as presented in Table 95. The percentage of respondents who were favourable toward automatic belts (4, 5 or 6 on scale) was 43.8%, while 17.1% were half favourable/half unfavourable and 39.1% were unfavourable. As indicated in Table 96, the mean favourability rating for automatic belts was 3.06, which is the half favourable/half unfavourable point on the scale. Favourability towards automatic belts was greatest in Newfoundland and least in Prince Edward Island. Favourability toward air bags was also assessed once a picture had been shown and the system described to the respondent. Favourable ratings of air bags were given by 68.4% of respondents whereas 20.2% had unfavourable opinions and 11.4% were half favourable/half unfavourable. The overall mean favourability rating for air bags was 4.21. Favourability was somewhat higher in Prince Edward Island and Newfoundland and lower in Saskatchewan. Women were more favourable than men to both passive restraint systems (see Table 97). Respondents aged 16-24 were the least favourable towards automatic seat belts and the most favourable towards air bags (see Table 98). Opinions about automatic belts were unrelated to education but favourability toward air bags increased with level of education (see Table 99). Non-users of seat belts were least favourable toward automatic seat belts but favourability toward air bags did not vary with seat belt use (see Table 100).

Canadians were not favourable to the idea of a government requirement that car manufacturers install automatic seat belts in new cars instead of active belts. The mean national rating on the favourability scale was 2.93, with slightly higher ratings given in Newfoundland and New Brunswick (see Table 96). Female respondents were more favourable to the requirement than were males and favourability increased with respondents' seat belt use (see Tables 97 and 100). Age and education were unrelated to opinion on the hypothetical requirement (see Tables 98 and 99).

When asked about the likelihood that they or someone else in their household would disconnect an automatic belt system, 18.2% said it was very likely, 12.6% said somewhat likely and 63.5% said not at all likely (see Table 101). Respondents in Prince Edward Island and Alberta, which do not have seat belt laws, were most likely to disconnect the belts. Tables 102-105 present the likelihood percentages by age, sex, education and seat belt use of respondents. Men were more likely to disconnect the system as were respondents aged 16-24. Disconnecting the system was not related to education level of respondent. Respondents who reported never using a seat belt were most likely to try to disconnect an automatic belt system.

Since an air bag system should be used with a seat belt to achieve the maximum safety benefit, respondents were asked about the likelihood that they would use a seat belt with air bags. It can be seen in Table 106 that 17.5% of Canadians likely would not wear a seat belt when travelling in a car equipped with air bags while another 14.9% said that they were somewhat unlikely to wear a seat belt. Non-use of the seat belt would be greatest in Prince Edward Island and Alberta, provinces which do not have seat belt laws. Females and respondents aged 25 years or more would be more likely to wear the seat belt (see Tables 107 and 108). Likelihood of using the seat belt with air bags clearly increased with level of education and frequency of reported seat belt use (see Tables 109 and 110).

When asked to indicate the restraint system they would choose if buying a new car, 50.5% of Canadians said they would prefer the current active seat belts, 20.6% would prefer automatic belts and 25.5% would prefer air bags (see Table 111). Active belts were least popular in Newfoundland and Quebec. Respondents in Newfoundland showed the greatest preference for automatic belts, air bags were most popular

in Prince Edward Island, Quebec and Alberta. There was no difference in preference by sex, age or education level of respondents as shown in Tables 112-114. However, the relationship between choice of restraint system and seat belt use was such that respondents who never use a seat belt most preferred air bags and those who always use seat belts least preferred air bags (see Table 115).

Canadians were more aware of air bags than automatic seat belts, a result similar to the 1981 survey results. Favourability ratings were considerably higher for air bags compared with automatic belts which had an average rating about halfway between favourable/unfavourable on the scale. The actual mean rating scale values were in the same range as the values obtained for the initial judgements of favourability in the 1981 survey as opposed to the judgements made once more information was supplied.

The present survey results showed that 31% of respondents were somewhat or very likely to disconnect an automatic seat belt system and consequently be unprotected in the event of an accident. Thirty-two percent of the people were somewhat or very likely to ride in an air bag equipped car without using a seat belt. These people would be unprotected in all but frontal collisions. Respondents from Prince Edward Island and Alberta were most likely to try to defeat the system. In one of the more recent American studies (Insurance Institute for Highway Safety, 1983) 32% of respondents were likely to disconnect automatic seat belts and 32% believed they would rarely or never use a seat belt in an air bag equipped car. The comparable figures from the 1981 Canadian survey were 38% and 48% for defeating the protective value of automatic belts and air bags, respectively, suggesting a reduction in the potential defeat rates.

In the 1981 Canadian survey, 60% of the people preferred active seat belts when asked to choose from the current active seat belts, automatic seat belts or air bags. The present survey results indicate that fifty percent of the people still prefer active seat belts and air bags are only slightly more popular than automatic seat belts. In the 1981 survey, respondents found out about the limitations of air bags and automatic belts prior to making their choice. This may account for the 10% difference in preference for active belts. On the other hand, preference for automatic occupant protection may have changed during the past five years.

Non-users of seat belts were less favourable toward automatic seat belts compared with other respondents and were also the most likely to try to disconnect the system. Seat belt non-users were also unlikely to use a seat belt in an air bag equipped car, as one might predict, and air bags were the preferred system for those who do not use seat belts.

It is apparent from the survey results that Canadians least prefer automatic seat belts as occupant restraint systems. Unfavourable ratings were given in response to the question concerning a requirement to equip new cars with automatic seat belts, just as earlier ratings of automatic seat belts were unfavourable.

3.7 Daytime Running Lights

Daytime Running Lights (DRL) refers to driving with headlights on during the daytime, independent of weather conditions. The purpose of DRL is to increase the noticeability or "conspicuity" of vehicles on the road, for a potential reduction of 10 to 20 percent in the incidence of daytime multiple-vehicle collisions, according to Transport Canada estimates. In Canada, the installation of daytime running lights will be mandatory for all cars, trucks and buses built after December 1, 1989.

The purpose of Daytime Running Lights (DRL), was correctly understood by 61.5% of respondents as presented in Table 116. Awareness of the purpose of DRL was greatest in Nova Scotia, Saskatchewan and Alberta and lowest in Quebec (see Table 116). Respondents over 50 years of age were significantly less aware of the purpose of DRL (see Table 118). Awareness of DRL increased with education level but was not related to sex or seat belt use of respondents (Tables 119, 117, 120 respectively). Respondents from the largest size communities (population of one million or greater) were less aware of the purpose of DRL, respondents from areas of population size 100,000-999,999 were most aware (see Table 121).

Favourable opinions of DRL were given by 67.7% of the sample, 18.9% had unfavourable opinions and the remainder were undecided, as presented in Table 122. New Brunswick and Saskatchewan respondents were most favourable toward DRL while Manitobans were least favourable. Tables 123 to 128 present the mean favourability toward DRL by province, sex, age, education, seat belt use and community

size, respectively. While mean favourability toward DRL varied significantly across the country, the mean ratings were favourable in every province. Respondents with more favourable opinions of DRL tended to be women, younger, and those with more than public school education. Seat belt use and community size were not related to opinions about DRL. Table 129 gives the reasons offered by the 18.9% of respondents who had unfavourable opinions of DRL. Concerns about running down the vehicle's battery or about headlight glare were the reasons most frequently stated.

3.8 New Car Buyers

One of the objectives of the survey was to assess people's knowledge of optional safety features and the likelihood they would purchase such items if they were available. Of particular interest were the opinions of those respondents who intend to purchase new cars in the next two years. Selected survey items were therefore analysed to determine the relationship with respondents' intentions to buy or not buy a new vehicle.

The ratings given for the importance of factors when buying a new car were analysed by intention to buy a new car. Of the nine factors (seating capacity, maintenance cost, comfort, fuel consumption, safety features, purchase price, appearance and style, quality of workmanship and performance and handling) only price showed a significant difference between groups. However, the price of a new car was given less importance by the respondents intending to purchase new vehicles compared with those not intending to buy in the next 2 years suggesting that the former group may have a higher income.

Respondents who intended to buy new cars were less likely to feel that the car they usually drive is "very well designed for safety". Forty-two percent of respondents not buying new cars felt their car was very well designed for safety compared with 32.8% of those intending to buy new cars, a significant difference. Respondents intending to buy new cars generally identified the same features they would like on their next car as did respondents not intending to buy in the next two years. The anchor bolt for the tether strap was the one feature selected more frequently by respondents who intended to buy new cars.

Willingness to pay for optional features was also examined by intention to buy a new car. Forty percent of respondents who intended to buy new cars indicated they would be willing to pay more than $100 for air bags compared with 31% of respondents who were not planning to buy new cars. A significant difference between groups was also observed for the faster defogger/defroster feature. Those who intended to buy new cars were more willing to pay for a better defogger/defroster than respondents not planning to buy new cars. Anti-lock brakes were also more important to those planning to buy new cars, although the difference was not significant.

Favourability toward automatic restraint systems and preferred type of restraint did not differ significantly for new car buyers compared with those not intending to buy new cars. Respondents' perceptions of the effectiveness of road safety countermeasures and favourability toward daytime running lights were also unrelated to intention of buying a new car in the next two years.

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FOOTNOTES

1. The survey was conducted by Contemporary Research Centre, Ottawa (Manager: Sudha Mehta).

2. OMNIBUS is the name of the shared-cost survey conducted on a regular basis by Contemporary Research Centre.

Table 1 - Survey Interviews by Province

Province	No. of Active Drivers OMNIBUS	Supplemental Sample	Total No. of Interviews
Prince Edward Island	8	146	154
Newfoundland	29	120	149
Nova Scotia	39	118	157
New Brunswick	36	112	148
Quebec	381	-	381
Ontario	526	-	526
Manitoba	78	80	158
Saskatchewan	67	87	154
Alberta	165	-	165
British Columbia	215	-	215
	1544	663	2207

Table 2 - Summary of Record of Call

Outcome	Number	Percent
Households called	8636	100
No contact after 3 attempts	2249	26
Sex quota filled	183	2
Refusal	2807	32
Non-completion for other reasons	373	4
Not active licensed driver	817	10
Total eligible completions	2207	26

Table 3 - Importance of Various Factors When Buying a Car by Province

Factor	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Performance and handling	5.75	5.65	5.73	5.61	5.51	5.60	5.76	5.68	5.66	5.60	5.61
Quality of workmanship	5.61	5.42	5.52	5.47	5.48	5.53	5.51	5.43	5.59	5.57	5.52
Safety features	5.41	5.59	5.74	5.38	5.20	5.52	5.47	5.45	5.39	5.41	5.42b
Fuel consumption	5.48	5.71	5.54	5.54	5.32	5.28	5.63	5.36	5.32	5.25	5.33c
Purchase price	5.48	5.40	5.45	5.49	5.40	5.26	5.34	5.27	5.18	5.18	5.29
Maintenance cost	5.17	5.24	5.43	5.35	5.25	5.19	5.30	5.12	5.21	5.29	5.24
Comfort	5.20	5.07	5.14	5.18	4.92	5.04	5.32	4.95	5.17	5.07	5.05
Appearance and style	4.28	3.89	4.17	5.35	4.24	4.31	4.53	4.08	4.25	4.32	4.28
Seating capacity	4.07a	4.41	4.43	4.30	4.32	4.18	4.26	4.21	4.02	4.13	4.21

a. Mean rating on importance scale, where 0 = Not at all important, 6 = very important

b. $F = 4.11$, $p < .001$

c. $F = 4.15$, $p < .001$

Table 4 - Importance of Various Factors When Buying a Car by Sex

Factor	Sex	
	Male	Female
Seating capacity	4.10[a]	4.39[b]
Maintenance cost	5.15	5.38[b]
Comfort	5.03	5.12
Fuel consumption	5.26	5.56[b]
Safety features	5.28	5.63[b]
Purchase price	5.23	5.45[b]
Appearance and style	4.30	4.12
Quality of workmanship	5.50	5.53
Performance and handling	5.59	5.69[b]

a. Mean rating on importance scale, where 0 = Not at all important, 6 = very important
b. Differences among means were significant, ($F \geq 10.76$, $p < .001$)

Table 5 - Importance of Various Factors When Buying a Car by Age

Factor	Age		
	16-24	25-49	50+
Seating capacity	3.71[a]	4.53	3.93[b]
Maintenance cost	5.32	5.25	5.23
Comfort	4.99	5.00	5.24[b]
Fuel consumption	5.50	5.39	5.36
Safety features	5.09	5.44	5.58[b]
Purchase price	5.29	5.35	5.31
Appearance and style	4.58	4.25	4.13[b]
Quality of workmanship	5.37	5.49	5.61[b]
Performance and handling	5.56	5.59	5.73[b]

a. Mean rating on importance scale, where 0 = Not at all important, 6 = very important
b. Differences among means were significant, ($F \geq 8.16$, $p < .001$)

Table 6 - Importance of Various Factors When Buying a Car by Education

Factor	Education			
	Public School	Some High School	Completed High School	Post Secondary
Seating capacity	4.15[a]	4.11	4.37	4.23
Maintenance cost	5.28	5.23	5.27	5.23
Comfort	5.21	5.07	5.16	4.92[b]
Fuel consumption	5.43	5.42	5.45	5.32
Safety features	5.46	5.44	5.52	5.36
Purchase price	5.47	5.38	5.34	5.22[c]
Appearance and style	4.26	4.29	4.35	4.14
Quality of workmanship	5.52	5.55	5.54	5.46
Performance and handling	5.69	5.69	5.70	5.50[d]

a. Mean rating on importance scale, where 0 = Not at all important, 6 = very important

b. $F = 6.98$, $p < .001$

c. $F = 4.88$, $p < .001$

d. $F = 11.58$, $p < .001$

Table 7 - Respondents' Perception of How Well Their Car Was Designed for Safety by Province

	Province										Canada
How Well Designed	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Very well	46.1[a]	49.7	37.6	38.5	33.3	40.1	43.7	40.9	26.1	37.7	36.9[b]
Fairly well	39.6	36.9	50.3	51.4	52.0	48.3	48.7	48.7	56.4	48.8	50.1
Not as well as would like	8.4	8.1	5.7	5.4	10.5	8.6	5.1	8.4	13.9	8.4	9.2
Very poorly	3.9	2.7	4.5	2.0	2.9	2.1	0.6	0.6	3.0	4.2	2.7
Don't know	1.9	2.7	1.9	2.7	1.3	1.0	1.9	1.3	0.6	0.9	1.2

a. Percent

b. Canada figures are weighted

x^2 (36) = 57.46, $p < .01$

Table 8 - Respondents' Perception of How Well Their Car Was Designed for Safety by Sex

How Well Designed	Sex	
	Male	Female
Very well	38.9[a]	38.5
Fairly well	48.6	48.7
Not as well as would like	8.8	8.3
Very poorly	2.5	2.7
Don't know	1.2	1.7

a. Percent

x^2 (4) = 1.15, not significant

Table 9 - Respondents' Perception of How Well Their Car Was Designed for Safety by Age

How Well Designed	Age		
	16-24	25-49	50+
Very well	27.0[a]	34.7	50.4
Fairly well	57.3	51.7	39.8
Not as well as would like	10.6	9.6	5.9
Very poorly	4.4	2.6	2.0
Don't know	.7	1.3	2.0

a. Percent

x^2 (8) = 74.84, $p < .0001$

Table 10 - Respondents' Perception of How Well Their Car Was Designed for Safety by Education

How Well Designed	Education			
	Public School	Some High School	Completed High School	Post Secondary
Very well	48.9[a]	39.5	36.8	33.9
Fairly well	41.3	47.7	52.5	50.2
Not as well as would like	6.6	9.0	6.9	10.7
Very Poorly	1.6	2.8	2.1	3.5
Don't know	1.6	1.0	1.7	1.6

a. Percent

x^2 (12) = 34.7, $p < .001$

Table 11 - Respondents' Perception of How Well Their Car Was Designed for Safety by Seat Belt Use

How Well Designed	Seat Belt Use		
	Never	Sometimes	Always
Very well	34.7[a]	32.5	41.6
Fairly well	50.0	54.4	46.6
Not as well as would like	11.0	9.5	7.5
Very poorly	2.5	2.9	2.6
Don't know	1.8	0.7	1.6

a. Percent

x^2 (8) = 20.68, not significant

Table 12 - Percent of Respondents Identifying Various Features for Next Car by Province

	Province										Canada
Feature	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Rear window defroster	89.6	91.3	84.7	81.1	84.8	88.4	88.0	87.0	87.9	84.2	86.6
Power brakes	76.6	76.5	82.2	68.2	75.9	82.1	84.2	88.3	82.4	74.9	79.5[a]
Power steering	81.2	81.9	82.2	72.3	70.6	80.8	84.8	92.9	88.5	74.4	78.9[a]
Right side mirror	68.8	77.9	73.9	68.2	73.2	74.0	74.7	77.9	81.8	69.8	74.2
Intermittent wipers	59.7	51.0	59.2	50.7	59.1	66.7	88.4	66.9	66.1	68.8	64.3[a]
Block heater	52.6	56.4	44.6	72.3	67.2	53.4	91.1	93.5	95.2	39.1	62.6[a]
Puncture proof tires	64.9	82.6	72.0	73.0	49.9	64.3	70.3	70.8	58.2	64.2	61.6[a]
Headlights-on buzzer	66.2	63.8	65.6	64.9	56.4	64.6	69.0	73.4	59.4	51.6	60.9[a]
CHMSL[b]	60.4	63.8	65.6	70.3	59.8	63.1	55.1	49.4	60.0	54.0	60.1
Shoulder belts in rear seat	49.4	61.1	63.7	55.4	39.6	53.6	44.3	55.8	63.0	59.5	52.6[a]
Anti-lock brakes	39.0	37.6	47.1	45.3	44.4	48.9	39.2	44.2	50.3	48.8	47.0
Fuel economy indicator	39.0	60.4	46.5	47.3	50.9	43.3	51.3	45.5	44.2	41.9	45.9
Anchor bolt for tether strap	43.5	71.1	53.5	46.6	38.3	43.5	46.2	37.0	52.7	45.1	44.4[a]
Rear window wiper	33.1	55.7	43.9	39.2	49.1	42.4	43.7	23.4	43.0	43.3	43.6[a]
Tilt steering	24.0	24.8	35.0	33.1	35.7	33.8	53.8	61.7	55.8	35.8	38.7[a]
Reclining front seats	36.4	33.6	38.2	39.2	32.3	40.5	43.0	29.9	39.4	43.3	38.3
Cruise control	15.6	30.9	33.1	28.4	26.5	38.8	63.3	67.5	50.3	23.7	36.6[a]
Power door locks	27.9	31.5	35.7	33.8	30.7	32.9	40.5	38.3	40.6	30.2	33.5
Head restraints in rear seat	18.2	35.6	28.7	22.3	30.7	27.6	26.6	24.0	26.7	27.0	28.0
Power front seats	27.9	29.5	21.0	25.7	18.1	24.3	24.7	32.5	24.8	20.9	22.8
None of the above	1.3	0.7	0.0	4.7	1.3	0.6	0.6	0.0	0.0	0.9	0.8

a. Differences among provinces were significant ($X^2(9) \geq 31.18$, $p < .001$)

b. Centre High Mounted Stop Lamp

Table 13 - Percent of Male and Female Respondents Identifying Various Features They Would Like to Have in Their Next Car

Feature	Sex	
	Male	Female
Rear window defroster	85.5	88.2
Power steering	80.3	79.0
Power brakes	80.2	78.1
Right side mirror	78.1	68.7[a]
Block heater	65.9	61.2
Intermittent wipers	65.3	59.1
Puncture proof tires	61.0	69.1[a]
CHMSL[b]	59.0	62.1
Headlights-on buzzer	58.4	67.8[a]
Shoulder belts in rear seat	52.3	54.0
Anti-lock brakes	48.6	41.4[a]
Anchor bolt for tether strap	43.2	49.4
Fuel economy indicator	42.3	51.9[a]
Tilt steering	40.4	35.3
Rear window wiper	39.7	46.1
Cruise control	38.7	33.9
Reclining front seats	38.5	36.7
Power door locks	32.4	35.1
Head restraints in rear seat	29.6	24.3
Power front seats	23.2	25.1

a. Differences between males and females were significant ($X^2(1) \geq 11.08$, $p < .001$)
b. Centre High Mounted Stop Lamp

Table 14 - Percent of Respondents Identifying Various Features in Car They Usually Drive By Province

Feature	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Power brakes	76.0	73.8	79.0	82.4	74.5	79.3	81.0	91.6	75.2	66.5	76.4[a]
Rear window defroster	88.3	70.5	78.3	80.4	75.6	81.7	69.6	72.1	66.7	69.3	75.6[a]
Power steering	78.6	74.5	80.9	80.4	66.1	76.8	78.5	92.2	76.4	62.3	73.1[a]
Right side mirror	53.9	55.7	60.5	62.2	57.7	56.3	65.8	69.5	65.5	60.9	59.5
Intermittent wipers	50.0	30.2	42.7	44.6	46.5	53.0	52.5	60.4	57.6	56.3	51.7[a]
Block heater	23.4	14.1	22.3	54.1	58.8	32.7	90.5	93.5	93.3	29.8	49.6[a]
Reclining front seats	30.5	37.6	31.8	35.1	35.7	34.4	33.5	33.1	36.4	43.3	36.1
Headlights-on buzzer	25.3	24.8	24.8	27.7	25.2	24.3	21.5	34.4	24.8	24.2	25.0
Tilt steering	11.0	8.7	21.7	22.3	18.9	21.5	29.1	48.7	40.0	27.0	24.9[a]
Cruise control	10.4	8.1	23.6	17.6	13.1	23.6	36.1	47.4	32.1	13.5	21.7[a]
Shoulder belts in rear seat	17.5	12.8	8.3	10.8	25.2	17.3	11.4	13.6	20.6	21.9	19.2[a]
Power door locks	7.8	6.0	15.9	12.2	9.2	16.2	16.5	24.0	19.4	16.3	14.9[a]
Fuel economy indicator	13.6	18.8	9.6	12.8	24.4	11.0	12.0	9.1	9.7	15.8	14.7[a]
Rear window wiper	8.4	8.7	9.6	6.8	18.1	11,0	8.2	5.8	12.1	11.6	12.3[a]
Power seats	10.4	4.0	11.5	8.8	6.0	11.2	10.8	18.2	12.1	11.6	10.3
Anti-lock brakes	6.5	7.4	5.7	6.8	12.3	8.9	7.6	10.4	9.1	13.0	10.1
CHMSL[b]	5.8	2.7	5.1	6.1	11.5	10.5	8.9	4.5	4.8	8.8	9.1
Puncture proof tire	7.1	4.0	7.6	8.8	6.8	10.5	7.6	7.8	6.1	12.1	8.9
Head restraints in rear seat	7.8	3.4	6.4	6.8	9.4	8.7	10.8	9.7	6.1	11.2	8.8
Anchor bolt for tether strap	5.2	8.6	9.6	2.7	9.7	6.1	7.0	3.2	13.3	9.8	8.3
None	0.6	2.0	0.6	0.7	1.3	1.9	0.0	0.0	1.2	4.2	2.2

a. Differences among provinces were significant ($X^2(9) \geq 30.00$, $p < .001$)

b. Centre High Mounted Stop Lamp

Table 15 - Percent of Male and Female Respondents Identifying Various Features in the Car They Usually Drive

Feature	Sex	
	Male	Female
Power brakes	78.0	76.9
Power steering	76.2	73.9
Rear window defroster	71.3	82.3[a]
Right side mirror	62.7	56.1
Block heater	52.5	43.8[a]
Intermittent wipers	51.4	48.2
Reclining front seats	31.2	40.4[a]
Headlights on buzzer	26.0	24.5
Tilt steering	25.1	22.4
Cruise control	21.5	21.7
Shoulder belts in rear seat	19.7	14.4[a]
Power door locks	14.7	13.7
Fuel economy indicator	12.9	16.1
Rear window wiper	10.6	11.8
Head restraints in rear seat	10.1	6.3
Anti-lock brakes	9.7	8.7
CHMSL[b]	8.9	6.9
Puncture proof tires	8.8	7.7
Power front seats	9.7	10.9
Anchor belt for tether strap	7.5	7.8
None of the above	2.0	1.5

a. Differences between males and females were significant ($X^2(1) \geq 10.16$, $p < .001$)
b. Centre High Mounted Stop Lamp

Table 16 - Percent of Respondents Naming other Safety Features for their Next Car by Province

	Province										Canada
Feature	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Air bags	14.9	13.4	13.4	10.1	20.7	17.1	10.1	6.5	18.8	15.3	16.8[a]
Automatic seat belts	0.6	3.4	0.0	0.0	7.1	1.5	0.6	0.0	1.2	1.4	2.6[a]
Daytime running lights	2.6	3.4	0.6	3.4	6.6	2.5	3.8	1.9	1.2	1.9	3.2
Computer system	1.3	6.0	3.2	4.1	6.3	1.9	1.3	0.0	2.4	4.2	3.4[a]
Warning buzzer	2.6	5.4	1.3	8.8	8.7	2.5	3.8	0.6	3.0	4.7	4.4[a]
Stronger doors	3.9	5.4	2.5	1.4	9.7	2.9	1.9	1.9	1.2	4.2	4.4[a]
Others	14.9	25.5	20.4	21.6	16.5	16.0	12.0	14.3	21.8	19.5	17.5
None	68.8	60.4	64.3	60.1	57.2	64.6	72.2	78.6	57.6	59.5	62.1[a]

a. Differences among provinces were significant ($X^2(9) \geq 27.94$, $p < .001$)

Table 17 - Mean Subjective Probability[a] of Being Injured in an Automobile Accident in Next 12 Months by Province

	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Mean	3.48	3.77	3.65	4.33	3.74	4.01	4.11	3.62	3.97	4.09	3.94
Standard Deviation	1.53	1.62	1.68	2.34	1.89	1.74	1.85	1.55	1.61	1.72	1.77

a. 1=1/5, 2=1/10, 3=1/100, 4=1/1,000, 5=1/10,000, 6=1/100,000, 7=1/1,000,000, 8=1/10,000,000

F = 2.72, not significant

Table 18 - Perceived Danger in Driving Situations
(Percent of Weighted Sample)

Driving Situation	Perceived Danger: Not at all 0	1	Somewhat 2	3	Very 4	5	Extremely 6
Driving with BAC over 80 mg (DWI)	0.4	0.1	1.7	0.9	6.4	7.8	82.7
Children riding unrestrained	0.8	0.3	3.5	4.3	13.8	12.5	64.8
Night driving with one headlight	1.0	0.7	12.9	11.2	27.8	14.8	31.7
Driving in a snowstorm	1.0	1.0	16.0	10.6	29.3	11.5	30.7
Front seat occupants unrestrained	3.1	2.9	13.1	10.6	23.7	13.6	32.9
Driving with rear window fogged	1.9	4.4	21.3	17.7	23.6	11.7	19.5
Back seat occupants unrestrained	5.0	6.4	24.2	18.3	23.4	9.6	13.2
Speeding	6.8	5.0	33.0	10.8	19.9	5.7	18.9
Head restraints improperly adjusted	14.5	8.9	23.1	15.1	18.0	9.6	10.9
Driving a small car	14.0	8.1	27.9	15.6	14.1	8.4	11.8

Table 19 - Mean Perceived Danger[a] in Driving Situations by Province

Driving Situation	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Driving with BAC over 80 mg	5.74	5.82	5.71	5.71	5.61	5.69	5.44	5.70	5.81	5.64	5.67
Children riding unrestrained	5.32	5.32	5.25	5.35	5.15	5.30	5.08	5.14	5.22	5.47	5.27
Night driving with one headlight	4.21	4.28	4.18	4.42	4.70	4.23	4.41	4.17	4.20	4.27	4.35[b]
Driving in a snowstorm	4.61	4.38	4.22	4.73	3.98	4.15	4.55	4.40	4.16	4.66	4.23[b]
Front seat occupants unrestrained	3.31	4.40	4.09	4.53	4.02	4.38	3.78	4.25	3.59	4.66	4.21[b]
Driving with rear window fogged	3.45	3.06	3.69	3.69	3.97	3.58	3.88	3.62	3.62	3.68	3.70[b]
Back seat occupants unrestrained	2.83	3.39	3.40	3.82	2.77	3.43	3.14	3.31	3.13	3.90	3.30[b]
Speeding	3.47	3.68	3.85	3.79	2.99	3.21	3.97	3.56	2.96	3.42	3.25[b]
Head restraint improperly adjusted	1.91	1.87	2.55	2.75	3.84	2.54	2.39	2.62	2.49	2.79	2.86[b]
Driving a small car	2.40	1.85	2.83	2.67	2.52	2.82	3.06	3.24	3.11	2.91	2.80[b]

a. 0 = Not at all dangerous, 6 = Extremely dangerous
b. Differences among provinces were significant ($F \geq 3.84$, $p < .001$)

Table 20 - Mean Perceived Danger in Driving Situations by Sex

Driving Situation	Sex	
	Male	Female
Driving with BAC over 80 mg	5.59[a]	5.78[b]
Children riding unrestrained	5.13	5.42[b]
Night driving with one headlight	4.26	4.42
Driving in a snowstorm	4.20	4.44[b]
Front seat occupants unrestrained	3.96	4.38[b]
Driving with rear window fogged	3.47	3.88[b]
Back seat occupants unrestrained	3.10	3.53[b]
Speeding	3.21	3.57[b]
Head restraint improperly adjusted	2.67	2.74
Driving a small car	2.80	2.67

a. 0 = Not at all dangerous, 6 = Extremely dangerous

b. Differences between means were significant ($F \geq 14.26$, $p < .001$)

Table 21 - Mean Perceived Danger[a] in Driving Situations by Age

Driving Situation	Age 16-24	25-49	50+
Driving with BAC over 80 mg	5.51	5.66	5.76[b]
Children riding unrestrained	5.26	5.28	5.22
Night driving with one headlight	4.03	4.21	4.67[b]
Driving in a snowstorm	4.06	4.21	4.57[b]
Front seat occupants unrestrained	3.77	4.20	4.21[b]
Driving with rear window fogged	3.22	3.54	4.02[b]
Back seat occupants unrestrained	2.97	3.39	3.25[b]
Speeding	2.77	3.17	3.96[b]
Head restraint improperly adjusted	2.33	2.72	2.83[b]
Driving a small car	2.45	2.67	2.98[b]

a. 0 = Not at all dangerous, 6 = extremely dangerous

b. Differences among means were significant ($F \geq 7.33$, $p < .001$)

Table 22 - Mean Perceived Danger[a] in Driving Situations by Education

Driving Situation	Education			
	Public School	Some High School	Completed High School	Post Secondary
Driving with BAC over 80 mg	5.63	5.71	5.67	5.68
Children riding unrestrained	5.18	5.18	5.31	5.32
Night driving with one headlight	4.58	4.34	4.27	4.18[b]
Driving in a snowstorm	4.64	4.39	4.30	4.08[b]
Front seat occupants unrestrained	4.03	4.07	4.21	4.22
Driving with rear window fogged	3.86	3.71	3.55	3.58
Back seat occupants unrestrained	3.11	3.25	3.39	3.22
Speeding	3.96	3.43	3.34	3.05[b]
Head restraint improperly adjusted	2.61	2.66	2.75	2.74
Driving a small car	2.80	2.81	2.80	2.60

a. 0 = Not at all dangerous, 6 = extremely dangerous

b. Differences among means were significant ($F \geq 14.26$, $p < .001$)

Table 23 - Mean Perceived Danger[a] in Driving Situations by Seat Belt Use

Driving Situation	Seat Belt Use		
	Never	Sometimes	Always
Driving with BAC over 80 mg	5.58	5.58	5.73[b]
Children riding unrestrained	4.77	5.11	5.42[b]
Night driving with one headlight	4.13	4.14	4.38[b]
Driving in a snowstorm	4.18	4.21	4.36
Front seat occupants unrestrained	2.58	3.69	4.66[b]
Driving with rear window fogged	3.40	3.37	3.80[b]
Back seat occupants unrestrained	2.27	3.04	3.60[b]
Speeding	2.97	3.14	3.53[b]
Head restraint improperly adjusted	2.01	2.44	2.95[b]
Driving a small car	2.68	2.64	2.79

a. 0 = Not at all dangerous, 6 = extremely dangerous

b. Differences among means were significant ($F \geq 8.12$, $p < .001$)

Table 24 - Respondents' Perception of Their Driving Behaviour by Province

	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Unlimited driving speed[a]	103.27	103.11	105.91	123.75	113.61	113.76	103.75	118.22	119.55	117.82	114.94
Perceived caution in own driving habits[b]	4.57	4.67	4.60	4.66	4.93	4.52	4.54	4.50	4.36	4.61	4.62[c]

a. Mean driving speed in kilometres per hour if there were no speed limits (provincial differences were not significant)

b. 0 = Not at all cautious, 3 = Moderately cautious, 6 = Extremely cautious

c. $F = 5.04$, $p < .001$

Table 25 - Respondents' Perceptions of Their Own Driving Behaviour by Sex

	Sex	
	Male	Female
Unlimited driving speed[a]	114.59	110.63
Perceived caution in own driving habits[b]	4.50	4.76[c]

a. Mean driving speed in kilometres per hour if there were no speed limits

b. 0 = Not at all cautious, 6 = Extremely cautious

c. $F = 28.08$, $p < .001$

Table 26 - Respondents' Perceptions of Their Own Driving Behaviour by Age

	Age		
	16-24	25-49	50+
Unlimited driving speed[a]	115.54	112.54	112.16
Perceived caution in own driving habits[b]	4.31	4.54	4.88[b]

a. Mean driving speed in kilometres per hour if there were no speed limits

b. 0 = Not at all cautious, 6 = Extremely cautious

c. $F = 32.89$, $p < .001$

Table 27 - Respondents' Perceptions of Their Own Driving Behaviour by Education

	Education			
	Public School	Some High School	Completed High School	Post Secondary
Unlimited driving speed[a]	109.51	113.27	108.69	117.88
Perceived caution in own driving habits[b]	4.74	4.67	4.65	4.49

a. Mean driving speed in kilometres per hour if there were no speed limits

b. 0 = Not at all cautious, 6 = Extremely cautious

Table 28 - Respondents' Perceptions of Their Own Driving Behaviour by Seat Belt Use

	Seat Belt Use		
	Never	Sometimes	Always
Unlimited driving speed[a]	115.62	108.64	113.01
Perceived caution in own driving habits[b]	4.38	4.44	4.73[c]

a. Mean driving speed in kilometres per hour if there were no speed limits

b. 0 = Not at all cautious, 6 = Extremely cautious

c. $F = 19.28$, $p < .001$

Table 29 - Frequency of Driving Through Yellow Lights by Province

	Province										Canada
Frequency	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Some or most of the time[a]	39.6[a]	33.8	40.8	36.5	47.8	47.5	50.0	30.5	45.1	44.2	45.4
Rarely	31.2	27.0	31.2	29.1	36.2	41.3	38.0	39.6	42.1	44.7	39.5
Never	29.2	39.2	28.0	34.5	16.0	11.2	12.0	29.9	12.8	11.2	15.1

a. Percent

X^2 (18) = 139.16, $p < .001$

Table 30 - Frequency of Driving Through Yellow Lights by Sex

	Sex	
Frequency	Male	Female
Some or most of the time	47.8[a]	37.8
Rarely	36.3	38.4
Never	15.9	23.7

a. Percent

X^2 (2) = 30.42, $p < .001$

Table 31 - Frequency of Driving Through Yellow Lights by Age

	Age		
Frequency	16-24	25-49	50+
Some or most of the time	58.4[a]	47.7	29.9
Rarely	29.0	38.0	39.3
Never	12.6	14.3	30.8

a. Percent

X^2 (4) = 127.42, $p < .001$

Table 32 - Frequency of Driving Through Yellow Lights by Education

	Education			
Frequency	Public School	Some High School	Completed High School	Post Secondary
Some or most of the time	31.5[a]	42.2	43.7	50.2
Rarely	32.3	37.5	38.6	38.6
Never	36.2	20.2	17.7	11.2

a. Percent

X^2 (6) = 104.52, $p < .001$

Table 33 - Frequency of Driving Through Yellow Lights by Seat Belt Use

	Seat Belt Use		
Frequency	Never	Sometimes	Always
Some or most of the time	53.5[a]	49.1	39.3
Rarely	28.0	35.0	39.8
Never	18.5	15.9	20.8

a. Percent

X^2 (4) = 31.46, $p < .001$

Table 34 - Frequency of Passing at an Intersection by Province

Frequency	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Some or most of the time[a]	3.2[a]	4.1	3.2	0.0	2.9	5.0	11.5	3.2	4.8	6.0	4.6
Rarely	4.5	7.4	10.8	10.8	13.2	12.8	24.4	15.6	17.6	11.6	13.6
Never	92.2	88.5	86.0	89.2	83.9	82.2	64.1	81.2	77.6	82.3	81.8

a. Percent

X^2 (18) = 72.78, $p < .001$

Table 35 - Frequency of Passing at an Intersection by Sex

	Sex	
Frequency	Male	Female
Some or most of the time	5.1[a]	3.6
Rarely	16.5	8.5
Never	78.4	87.9

a. Percent

X^2 (2) = 35.40, $p < .001$

Table 36 - Frequency of Passing at an Intersection by Age

	Age		
Frequency	16-24	25-49	50+
Some or most of the time	9.9[a]	4.5	2.0
Rarely	22.2	12.9	9.0
Never	67.9	82.6	89.0

a. Percent

X^2 (4) = 68.40, $p < .001$

Table 37 - Frequency of Passing at an Intersection by Education

	Education			
Frequency	Public School	Some High School	Completed High School	Post Secondary
Some or most of the time	4.0[a]	4.7	5.1	3.8
Rarely	11.1	8.7	11.9	17.7
Never	85.0	86.6	82.9	78.4

a. Percent

X^2 (6) = 25.52, $p < .001$

Table 38 - Frequency of Passing at an Intersection by Seat Belt Use

	Seat Belt Use		
Frequency	Never	Sometimes	Always
Some or most of the time	7.7[a]	4.7	3.6
Rarely	16.3	17.5	10.8
Never	76.1	77.8	85.5

a. Percent

X^2 (4) = 28.88, $p < .001$

Table 39 - Frequency of Following Too Closely by Province

Frequency	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Some or most of the time[a]	17.0[b]	27.7	21.7	15.5	16.0	20.3	20.9	14.3	24.2	16.3	19.0
Rarely	32.0	16.2	22.9	32.4	26.5	29.7	32.9	37.7	37.6	34.4	30.5
Never	51.0	56.1	55.4	52.0	57.5	50.0	46.2	48.1	38.2	49.3	50.4

a. Percent

x^2 (18) = 48.38, $p < .001$

Table 40 - Frequency of Following Too Closely by Sex

	Sex	
Frequency	Male	Female
Some or most of the time	22.1[a]	15.5
Rarely	32.2	27.2
Never	45.8	57.3

a. Percent

X^2 (2) = 30.95, $p < .001$

Table 41 - Frequency of Following Too Closely by Age

	Age		
Frequency	16-24	25-49	50+
Some or most of the time	31.7[a]	22.6	8.2
Rarely	36.2	34.1	20.3
Never	32.1	43.3	71.6

a. Percent

X^2 (4) = 203.41, $p < .001$

Table 42 - Frequency of Following Too Closely by Education

	Education			
Frequency	Public School	Some High School	Completed High School	Post Secondary
Some or most of the time	11.6[a]	18.5	22.4	20.8
Rarely	20.9	27.9	28.7	37.3
Never	67.5	53.6	48.8	41.9

a. Percent

X^2 (6) = 72.89, $p < .001$

Table 43 - Frequency of Following Too Closely by Seat Belt Use

	Seat Belt Use		
Frequency	Never	Sometimes	Always
Some or most of the time	25.5[a]	24.3	16.1
Rarely	30.2	33.0	29.0
Never	44.3	42.7	55.0

a. Percent

X^2 (4) = 35.47, $p < .001$

Table 44 - Frequency of Changing Lanes Abruptly by Province

	Province										Canada
Frequency	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Some or most of the time[a]	10.4[a]	15.0	11.5	14.2	7.9	13.5	22.2	13.6	17.6	13.1	12.9
Rarely	26.0	14.3	24.8	21.6	23.4	28.7	26.6	31.2	38.2	29.9	28.1
Never	63.6	70.7	63.7	64.2	68.8	57.8	51.3	55.2	44.2	57.0	59.0

a. Percent

X^2 (18) = 63.59, $p < .001$

Table 45 - Frequency of Changing Lanes Abruptly by Sex

	Sex	
Frequency	Male	Female
Some or most of the time	17.0[a]	8.4
Rarely	29.1	23.8
Never	53.9	67.9

a. Percent

X^2 (2) = 53.97, $p < .001$

Table 46 - Frequency of Changing Lanes Abruptly by Age

	Age		
Frequency	16-24	25-49	50+
Some or most of the time	26.4[a]	14.1	6.3
Rarely	32.9	30.3	18.1
Never	40.8	55.6	75.5

a. Percent

X^2 (4) = 144.34, $p < .001$

Table 47 - Frequency of Changing Lanes Abruptly by Education

	Education			
Frequency	Public School	Some High School	Completed High School	Post Secondary
Some or most of the time	9.5[a]	14.0	14.4	13.6
Rarely	19.5	21.9	25.2	35.6
Never	71.0	64.2	60.4	50.8

a. Percent

X^2 (6) = 56.68, $p < .001$

Table 48 - Frequency of Changing Lanes Abruptly by Seat Belt Use

	Seat Belt Use		
Frequency	Never	Sometimes	Always
Some or most of the time	21.2[a]	15.9	10.7
Rarely	25.5	30.8	25.8
Never	53.4	53.3	63.5

a. Percent

X^2 (4) = 36.80, $p < .001$

Table 49 - Respondents' Driving Speed by Province

	Province										Canada
Driving Speed	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Faster than others	18.4[a]	19.6	12.7	11.7	17.8	19.6	18.4	16.2	18.2	26.6	19.4
Same speed as others	59.9	56.8	60.5	63.4	63.3	58.9	55.7	58.4	60.6	53.7	59.4
Slower than others	21.7	23.6	26.8	24.8	18.9	21.5	25.9	25.3	21.2	19.6	21.2

a. Percent

X^2 (18) = 24.69, not significant

Table 50 - Respondents' Driving Speed by Sex

	Sex	
	Male	Female
Faster than others	22.4[a]	13.6
Same as others	57.6	61.5
Slower than others	20.0	24.8

a. Percent

X^2 (2) = 29.41, $p < .001$

Table 51 - Respondents' Driving Speed by Age

	Age		
	16-24	25-49	50+
Faster than others	36.9[a]	20.4	7.5
Same as others	49.1	61.3	60.3
Slower than others	14.0	18.3	32.2

a. Percent

X^2 (4) = 157.71, $p < .001$

Table 52 - Respondents' Driving Speed by Education

	Education			
	Public School	Some High School	Completed High School	Post Secondary
Faster than others	7.7[a]	17.5	18.9	24.6
Same as others	60.7	62.4	59.6	56.1
Slower than others	31.7	20.1	21.5	19.3

a. Percent

X^2 (6) = 59.77, $p < .001$

Table 53 - Respondents' Driving Speed by Seat Belt Use

	Seat Belt Use		
	Never	Sometimes	Always
Faster than others	29.9[a]	24.2	14.0
Same as others	50.6	58.8	61.6
Slower than others	19.4	17.1	24.4

a. Percent

X^2 (4) = 61.60, $p < .001$

Table 54 - Seat Belt Use[a] on Last 10 Trips as Driver

	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Mean	3.36	7.70	8.50	8.87	7.63	8.29	7.70	8.01	4.47	8.88	7.77[b]
Standard Deviation	4.28	3.58	3.21	2.52	3.77	3.35	3.69	3.44	4.38	2.77	3.72

a. 0 = Wore belt 0 times, 10 = wore belt 10 times

b. Differences among provincial means are significant ($F = 47.42$, $p < .001$)

Table 55 - Seat Belt Use[a] on Last 10 Trips as Driver by Sex of Respondents

	Sex	
	Male	Female
Mean	7.12	8.11[b]
Standard Deviation	4.08	3.46

a. 0 = Wore belt 0 times, 10 = wore belt 10 times

b. $F = 36.34$, $p < .001$

Table 56 - Seat Belt Use[a] on Last 10 Trips as Driver by Age of Respondents

	Age		
	16-24	25-49	50+
Mean	6.44[a]	7.69	7.82[b]
Standard Deviation	4.17	3.74	3.80

a. 0 = Wore belt 0 times, 10 = wore belt 10 times

b. $F = 14.84$, $p < .001$

Table 57 - Seat Belt Use[a] on Last 10 Trips as Driver by Education of Respondents

	Education			
	Public School	Some High School	Completed High School	Post Secondary
Mean	7.19	7.06	7.60	8.07[b]
Standard Deviation	4.12	4.09	3.78	3.50

a. 0 = Wore belt 0 times, 10 = wore belt 10 times
b. $F = 8.07$, $p < .001$

Table 58 - Seat Belt Use[a] on Last 10 Trips as Driver by Community Size

	Community Size			
	Under 10,000	10,000-99,999	100,000-999,999	1,000,000 and over
Mean	6.69	7.62	7.84	8.46[b]
Standard Deviation	4.20	3.81	3.72	3.15

a. 0 = Wore belt 0 times, 10 = wore belt 10 times
b. $F = 21.21$, $p < .001$

Table 59 - Percent of Respondents with Accident-free and Violation-free Driving Records, by Province

	Province										Canada
Variable	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Accident-free[a]	82.5[a]	84.6	85.4	84.5	82.7	83.4	72.2	76.0	78.8	77.6	81.3
Violation-free[b]	87.0	85.7	86.5	83.1	70.7	80.7	80.8	85.7	65.0	69.3	75.6

a. X^2 (9) = 20.02, not significant

b. X^2 (9) = 67.20, $p < .001$

Table 60 - Accident Involvement by Sex

	Sex	
	Male	Female
No	79.5[a]	83.4
Yes	20.5	16.6

a. Percent

X^2 (1) = 5.51, not significant

Table 61 - Accident Involvement by Age

	Age		
	16-24	25-49	50+
No	67.5[a]	81.5	86.5
Yes	32.5	18.5	13.5

a. Percent

X^2 (2) = 49.24, $p < .001$

Table 62 - Frequency of Moving Traffic Violations by Sex

	Sex	
	Male	Female
0	71.5[a]	87.0
1	17.8	9.9
2 or more	10.7	3.1

a. Percent

X^2 (2) = 84.23, $p < .001$

Table 63 - Frequency of Moving Traffic Violations by Age

	Age		
	16-24	25-49	50+
0	64.9[a]	75.3	89.2
1	17.2	17.0	8.5
2 or more	17.9	7.7	2.3

a. Percent

X^2 (4) = 112.13, $p < .001$

Table 64 - Percent of Respondents Reporting Motor Vehicle Accidents for Which They Were Responsible, by Province

	Province										Canada
Variable	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Yes	5.8	5.4	7.6	8.8	7.4	6.9	15.2	10.4	9.1	11.2	8.4
No	94.2	94.6	92.4	91.2	92.6	93.1	84.8	89.6	90.9	88.8	91.6

a. X^2 (9) = 17.92, not significant

Table 65 - Percent of Respondents Reporting Motor Vehicle Accidents for Which They Were Responsible, by Sex

	Sex	
Accidents	Male	Female
Yes	9.7[a]	6.8
No	90.3	93.2

X^2 (1) = 5.47, not significant

Table 66 - Percent of Respondents Reporting Motor Vehicle Accidents for Which They Were Responsible, by Age

	Age		
	16-24	25-49	50+
Yes	18.2[a]	7.7	5.6
No	81.8	92.3	94.4

X^2 (2) = 44.36, $p < .001$

Table 67 - Percent of Respondents Reporting Driving While Impaired in the Last Thirty Days by Province

	Province										Canada
DWT	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Yes	3.3	1.4	3.3	9.5	9.7	6.9	8.3	9.7	9.1	8.5	8.0
No	96.7	98.6	96.7	90.5	90.3	93.1	91.7	90.3	90.9	91.5	92.0

X^2 (9) = 22.12, not significant

Table 68 - Percent of Respondents Reporting Driving While Impaired by Sex

	Sex	
DWI	Male	Female
Yes	9.6	4.4
No	90.4	95.6

X^2 (1) = 21.32, $p < .001$

Table 69 - Percent of Respondents Reporting Driving While Impaired by Age

	Age		
	16-24	25-49	50+
Yes	11.8	9.2	2.3
No	88.2	90.8	97.7

X^2 (2) = 41.27, $p < .001$

Table 70 - Perceived Effectiveness of Road Safety Countermeasures
(Percent of Weighted Sample)

Countermeasure	Perceived Effectiveness: Not at all Effective 0	1	2	3	4	5	Very Effective 6
Increase DWI enforcement	2.5	1.5	2.4	5.3	8.4	16.1	63.8
Alcohol interlock device	5.4	1.7	2.0	5.1	5.7	11.9	68.3
Splash and spray guards	2.5	1.5	3.1	6.6	10.6	15.3	60.4
Anti-lock brakes	2.5	1.5	2.4	7.4	11.5	19.1	55.7
Community efforts to reduce DWI	2.5	1.5	2.5	8.8	12.1	17.2	55.3
Stronger doors and roofs	2.7	1.5	2.7	9.0	11.6	18.1	54.3
Seat belts in school buses	5.1	2.9	4.3	11.3	10.3	13.9	52.3
Air bags	5.7	2.6	4.4	12.4	12.1	17.2	45.6
Stricter enforcement of speed limits	5.4	2.0	4.3	12.7	14.0	19.4	42.1
Road safety public education	5.1	2.6	4.1	14.0	16.8	16.6	40.9
Increase enforcement of seat belt laws	9.2	4.1	6.3	15.0	14.9	15.6	34.8
Shoulder belts in rear seat	8.8	4.9	6.6	15.9	15.8	14.1	33.9
Daytime running lights	13.0	4.6	5.6	13.7	13.4	14.1	35.5
Raise legal drinking age to 21	17.4	4.2	5.7	10.8	9.1	10.0	42.8
Lower BAC for drivers under 21	16.8	6.0	5.9	9.1	9.0	12.4	40.7
Raise driving age to 18	16.5	5.9	5.6	12.7	11.1	12.0	36.2
More difficult driver licensing tests	15.6	5.8	7.1	16.7	13.8	13.4	27.6
Automatic seat belts	17.4	6.0	7.5	16.3	14.2	12.5	26.2

Table 71 - Mean Effectiveness of Road Safety Countermeasures by Province

Factor	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Increase DWI Enforcement	5.43[a]	5.50	5.23	4.67	5.34	5.14	4.90	5.03	5.21	5.13	5.19[b]
Alcohol interlock device	5.41	5.46	5.16	4.77	5.09	5.18	4.81	4.76	5.31	5.09	5.13[b]
Splash and spray guards	5.31	5.24	5.23	5.08	5.34	5.13	4.97	4.64	4.79	4.89	5.09[b]
Anti-lock brakes	5.28	4.97	5.37	4.68	5.11	5.16	4.80	4.64	4.89	4.90	5.04[b]
Community efforts to reduce DWI	5.28	5.27	5.03	4.38	5.34	4.87	4.78	4.95	4.99	4.85	4.99[b]
Stronger doors and roofs	5.14	5.45	5.31	5.01	4.88	4.97	5.18	4.86	4.74	5.10	4.97[b]
Seat belts in school buses	4.52	5.03	5.22	4.57	4.42	4.75	4.27	4.57	4.64	5.06	4.70[b]
Air bags	4.94	4.53	4.75	3.96	4.68	4.54	4.54	4.34	4.79	4.34	4.75[b]
Sticter enforcement of speed limits	4.44	4.67	4.90	4.18	5.05	4.44	4.26	4.44	4.30	4.24	4.55[b]
Road safety public education	4.54	5.01	4.72	4.43	5.05	4.33	4.02	3.99	4.18	4.31	4.48[b]
Increase enforcement of seat belt laws	4.05	4.64	4.10	3.53	4.38	4.17	3.29	3.96	3.69	3.95	4.08[b]

Table 71 - Continued

Factor	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Shoulder belts in rear seat	4.14	4.54	4.54	3.88	3.89	3.97	3.40	4.04	4.24	4.21	4.03[b]
Daytime running lights	3.90	4.08	4.08	3.91	3.86	3.86	3.57	4.25	4.22	4.01	3.94
Raise legal drinking age to 21	2.97	3.97	4.25	3.81	4.20	4.20	3.77	3.29	3.64	3.79	3.91[b]
Lower BAC for drivers under 21	3.55	4.00	4.48	4.03	3.92	3.99	3.43	3.55	3.73	3.67	3.88
Raise driving age to 18	2.63	3.21	3.83	3.73	4.27	3.75	3.04	2.76	3.29	3.93	3.77[b]
More difficult driver licensing tests	2.65	3.20	3.52	2.56	3.56	3.59	3.19	3.01	3.72	3.99	3.58[b]
Automatic seat belts	3.26	3.99	3.17	3.18	3.47	3.43	2.99	3.65	3.58	3.54	3.46

a. 0 = not at all effective, 6 = very effective

b. Differences among provinces were significant ($F \geq 3.37$, $p < .001$)

Table 72 - Mean Effectiveness[a] of Road Safety Countermeasures by Sex

Factor	Sex	
	Male	Female
Increase DWI enforcement	5.02	5.38[b]
Alcohol interlock device	4.93	5.36[b]
Splash and spray guards	5.02	5.19
Anti-lock brakes	4.89	5.19[b]
Community efforts to reduce DWI	4.87	5.15[b]
Stronger doors and roofs	4.91	5.17[b]
Seat belts in school buses	4.44	5.00[b]
Air bags	4.37	4.77[b]
Stricter enforcement of speed limits	4.29	4.83[b]
Road safety public education	4.39	4.61
Increase enforcement of seat belt laws	3.74	4.23[b]
Shoulder belts in rear seat	3.84	4.31[b]
Daytime running lights	3.77	4.16[b]
Raise legal drinking age to 21	3.66	4.04[b]
Lower BAC for drivers under 21	3.59	4.20[b]
Raise driving age to 18	3.39	3.85[b]
More difficult driver licensing tests	3.30	3.52
Automatic seat belts	3.19	3.73[b]

a. 0 = Not at all effective, 6 = very effective

b. $F \geq 14.38$, $p < .001$

Table 73 - Mean Effectiveness of Road Safety Countermeasures by Age

Factor	Age 16-24	25-49	50+
Increase DWI enforcement	5.09	5.22	5.15
Alcohol interlock device	4.92	5.18	5.11
Splash and spray guards	4.78	5.06	5.30[b]
Anti-lock brakes	4.91	5.10	4.94
Community efforts to reduce DWI	4.94	4.96	5.07
Stronger doors and roofs	5.10	5.07	4.91
Seat belts in school buses	4.52	4.89	4.43[b]
Air bags	4.73	4.69	4.22[b]
Stricter enforcement of speed limits	4.07	4.53	4.73[b]
Road safety public education	4.39	4.54	4.44
Increase enforcement of seat belt laws	3.66	4.19	3.98[b]
Shoulder belts in rear seat	3.91	4.16	3.93
Daytime running lights	4.01	4.13	3.60[b]
Raise legal drinking age to 21	2.96	3.89	4.08[b]
Lower BAC for drivers under 21	3.33	3.85	4.11[b]
Raise driving age to 18	3.09	3.63	3.75[b]
More difficult driver licensing tests	3.56	3.48	3.19
Automatic seat belts	3.27	3.55	3.31

a. 0 = Not at all effective, 6 = very effective
b. Differences between means are significant ($F \geq 8.67$, $p < .001$)

Table 74 - Mean Effectiveness of Road Safety Countermeasures by Education.

Factor	Education			
	Public School	Some High School	Completed High School	Post Secondary
Increase DWI enforcement	5.02[a]	5.04	5.31	5.25[b]
Alcohol interlock device	5.16	5.10	5.26	4.99
Splash and spray guards	5.35	5.17	5.11	4.90[b]
Anti-lock brakes	4.91	4.97	5.07	5.06
Community efforts to reduce DWI	5.06	4.99	5.07	4.90
Stronger doors and roofs	5.02	5.09	5.09	4.94
Seat belts in school buses	4.51	4.70	4.81	4.69
Air bags	4.29	4.62	4.70	4.51
Stricter enforcement of speed limits	4.59	4.50	4.60	4.48
Road safety public education	4.49	4.38	4.68	4.40
Increase enforcement of seat belt laws	3.74	3.81	4.30	4.16[b]
Shoulder belts in rear seat	3.83	3.83	4.23	4.16[b]
Daytime running lights	3.85	3.92	3.90	4.05
Raise legal drinking age to 21	3.98	3.79	3.91	3.69
Lower BAC for drivers under 21	4.09	3.87	4.01	3.60
Raise driving age to 18	3.81	3.52	3.50	3.60
More difficult driver licensing tests	2.95	3.22	3.68	3.52[b]
Automatic seat belts	3.33	3.31	3.50	3.51

a. 0 = Not at all effective, 6 = very effective

b. Differences among means are significant ($F \geq 5.36$, $p < .001$)

Table 75 - Mean Effectiveness of Road Safety Countermeasures by Seat Belt Use

	Seat Belt Use		
	Never	Sometimes	Always
Increase DWI enforcement	5.05[a]	4.98	5.29[b]
Alcohol interlock device	4.91	5.11	5.17
Splash and spray guards	5.08	5.04	5.12
Anti-lock brakes	4.89	4.92	5.09
Community efforts to reduce DWI	4.92	4.97	5.02
Stronger doors and roofs	4.91	4.92	5.09
Seat belts in school buses	4.25	4.58	4.83[b]
Air bags	4.60	4.65	4.50
Stricter enforcement of speed limits	4.17	4.33	4.69[b]
Road safety public education	4.15	4.46	4.59[b]
Increase enforcement of seat belt laws	2.90	3.68	4.43[b]
Shoulder belts in rear seat	3.26	3.93	4.27[b]
Daytime running lights	3.64	3.95	4.01
Raise legal drinking age to 21	3.11	3.64	4.05[b]
Lower BAC for drivers under 21	3.22	3.62	4.09[b]
Raise driving age to 18	3.00	3.40	3.79[b]
More difficult driver licensing tests	2.90	3.23	3.58[b]
Automatic seat belts	2.66	3.52	3.57[b]

a. 0 = Not at all effective, 6 = very effective

b. Differences among means were significant ($F \geq 8.50$, $p < .001$)

Table 76 - Importance of Optional Vehicle Features

Feature	Never choose	Amount Willing to Pay: Choose if no cost	Up to $50	Up to $100	Up to $200	Up to $500	Up to $1000
Faster defogger/defroster	4.5[a]	28.5	25.9	24.2	12.0	3.8	1.2
Warning indicators	5.6	23.7	20.0	23.1	17.4	7.0	3.3
Anti-lock brakes	5.9	23.3	12.2	20.7	23.7	10.6	3.7
Right side mirror	6.5	36.9	42.3	10.7	2.8	0.6	0.3
AM/FM radio	7.3	26.8	14.1	20.5	21.8	7.7	1.8
Air bags	17.3	23.4	10.3	13.7	18.6	12.0	4.6
Shoulder belts in rear seat	17.5	36.9	18.0	16.5	8.7	1.5	0.8
Daytime running lights	19.8	32.4	17.1	18.8	8.7	2.6	0.7
Air conditioner	25.1	27.0	5.7	9.0	11.9	13.5	7.9
Cruise control	29.3	29.2	10.6	14.4	12.0	3.8	0.7
Alcohol interlock device	30.1	29.3	7.4	9.2	10.1	7.5	6.4
DWI warning device	30.3	32.5	7.9	10.0	7.8	6.1	5.3
Automatic seat belts	38.2	28.7	8.8	11.7	8.5	3.3	0.9

a. Percent

Table 77 - Importance of Faster Defogger/Defroster by Province

Importance of Faster Defogger/Defroster	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Willing to pay more than $100	18.2[a]	16.6	14.6	10.3	12.3	19.4	20.3	22.9	20.2	15.0	17.0
Willing to pay $100 or less	35.1	50.3	54.8	39.3	49.6	49.2	42.5	47.7	52.1	55.1	50.0
Choose if no cost	42.9	29.0	24.8	45.5	32.1	26.9	32.7	25.5	27.0	25.1	28.5
Never choose	3.9	4.1	5.7	4.8	6.0	4.4	4.6	3.9	0.6	4.8	4.5

a. Percent

X^2 (27) = 65.04, $p < .001$

Table 78 - Importance of Anti-lock Brakes by Province

Importance of Anti-lock Brakes	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Willing to pay more than $100	35.5[a]	34.0	34.2	29.3	28.1	40.4	36.2	47.7	46.9	40.8	38.0
Willing to pay $100 or less	33.6	29.2	40.1	30.0	32.7	34.8	23.0	28.5	27.5	35.4	32.8
Choose if no cost	28.9	34.0	19.1	33.6	32.7	19.5	32.9	17.2	20.6	17.0	23.3
Never choose	2.0	2.8	6.6	7.1	6.5	5.2	7.9	6.6	5.0	6.8	5.9

a. Percent

X^2 (27) = 82.68, $p < .001$

Table 79 - Importance of Right Side Mirror by Province

Importance of Right Side Mirror	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Willing to pay more than $100	0.7[a]	4.8	3.2	2.8	2.3	4.8	4.5	2.6	4.3	2.4	3.6
Willing to pay $100 or less	48.3	56.8	62.6	41.0	50.1	53.5	54.5	62.1	57.4	48.8	53.0
Choose if no cost	43.7	35.6	31.6	47.9	41.9	33.5	37.8	30.1	33.3	42.1	36.9
Never choose	7.3	2.7	2.6	8.3	5.7	8.3	3.2	5.2	4.9	6.7	6.5

a. Percent

X^2 (27) = 52.58, not significant

Table 80 - Importance of Daytime Running Lights by Province

Importance of Daytime Running Lights	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Willing to pay more than $100	11.3[a]	13.0	10.8	11.6	8.4	12.7	16.1	22.9	14.5	9.6	12.0
Willing to pay $100 or less	37.1	37.0	42.0	26.7	32.3	36.1	24.5	40.5	35.2	43.3	35.9
Choose if no cost	32.5	30.1	31.2	42.5	37.5	29.8	38.7	22.9	33.3	29.8	32.4
Never choose	19.2	19.9	15.9	19.2	21.7	21.5	20.6	13.7	17.0	17.3	19.8

a. Percent

X^2 (27) = 60.88, $p < .001$

Table 81 - Importance of Alcohol Interlock by Province

Importance of Alcohol Interlock	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Willing to pay more than $100	21.7[a]	32.4	25.8	17.2	14.2	27.9	16.9	30.0	31.3	23.6	24.0
Willing to pay $100 or less	8.6	28.3	20.6	12.4	14.8	17.2	15.6	11.3	14.1	20.2	16.6
Choose if no cost	38.8	22.8	25.8	33.8	39.9	26.2	38.3	24.7	27.0	25.1	29.3
Never choose	30.9	16.6	27.7	36.6	33.1	28.7	29.2	34.0	27.6	31.0	30.1

a. Percent

X^2 (27) = 100.34, $p < .001$

Table 82 - Importance of Impaired Driver Warning Device by Province

Importance of Impaired Driver Warning Device	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Willing to pay more than $100	17.0[a]	27.4	21.2	15.1	12.2	20.6	16.3	22.5	26.4	20.2	19.2
Willing to pay $100 or less	11.1	26.7	19.2	13.0	17.1	19.2	16.3	15.9	12.9	20.7	18.0
Choose if no cost	39.9	26.0	29.5	35.6	38.7	31.5	39.2	25.8	33.1	25.6	32.5
Never choose	32.0	19.9	30.1	36.3	32.0	28.7	28.1	35.8	27.6	33.5	30.3

a. Percent

X^2 (27) = 67.21, $p < .001$

Table 83 - Importance of Air Bags by Province

Importance of Air Bags	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Willing to pay more than $100	37.7[a]	31.7	37.7	16.3	23.6	35.6	31.1	38.4	50.0	44.1	35.2
Willing to pay $100 or less	17.9	26.1	19.5	22.7	31.5	24.7	19.2	26.5	19.5	16.3	24.1
Choose if no cost	32.5	23.2	18.8	31.9	29.5	20.8	31.8	16.6	20.7	21.8	23.4
Never choose	11.9	19.0	24.0	29.1	15.4	18.9	17.9	18.5	9.8	17.8	17.3

a. Percent

X^2 (27) = 114.39, $p < .001$

Table 84 - Importance of Shoulder Belts in Rear Seat by Province

Importance of Shoulder Belts in Rear Seat	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Willing to pay more than $100	10.5[a]	20.7	15.6	9.5	4.4	11.0	11.3	18.7	19.8	10.6	11.1
Willing to pay $100 or less	25.0	39.3	46.8	31.8	25.5	34.7	23.2	32.0	35.2	48.6	34.5
Choose if no cost	50.0	35.9	29.2	38.5	50.4	33.7	45.0	31.5	30.7	29.3	36.9
Never choose	14.5	4.1	8.4	20.3	19.7	20.6	20.5	13.6	18.7	11.5	17.5

a. Percent

X^2 (27) = 153.70, $p < .001$

Table 85 - Importance of Automatic Seat Belts by Province

Importance of Automatic Seat Belts	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Willing to pay more than $100	11.3[a]	23.1	12.3	8.4	9.6	12.9	17.2	19.5	15.9	10.8	12.7
Willing to pay $100 or less	16.7	24.5	21.4	17.5	21.2	20.5	14.6	19.5	15.2	25.5	20.5
Choose if no cost	26.0	25.9	20.8	34.3	34.3	27.2	29.8	28.9	32.9	20.6	28.7
Never choose	46.0	26.6	45.5	39.9	34.9	39.4	38.4	32.2	36.0	43.1	38.2

a. Percent

X^2 (27) = 64.95, $p < .001$

Table 86 - Importance of Warning Indicators by Province

Importance of Warning Indicators	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Willing to pay more than $100	30.1[a]	27.9	26.1	22.4	17.4	29.6	32.9	36.7	34.4	31.4	27.7
Willing to pay $100 or less	41.2	50.3	44.6	42.2	47.4	42.6	39.4	43.3	33.1	44.9	43.0
Choose if no cost	23.5	18.4	22.9	32.7	28.9	22.6	23.2	14.0	26.4	17.9	23.7
Never choose	5.2	3.4	6.4	2.7	6.3	5.2	4.5	6.0	6.1	5.8	5.6

a. Percent

X^2 (27) = 59.11, $p < .001$

Table 87 - Importance of Radio by Province

	Province										Canada
Importance of Radio	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Willing to pay more than $100	20.1[a]	24.0	23.6	17.2	31.7	33.8	32.7	20.4	36.6	28.7	31.3
Willing to pay $100 or less	39.6	34.9	43.3	38.6	30.9	35.9	35.3	34.9	34.1	34.0	34.6
Choose if no cost	33.1	34.9	23.6	35.9	29.5	23.2	25.6	30.3	27.4	28.2	26.8
Never choose	7.6	6.2	9.6	8.3	7.9	7.1	6.4	14.5	1.8	9.1	7.3

a. Percent

X^2 (27) = 65.54, $p < .001$

Table 88 - Importance of Air Conditioning by Province

Importance of Air Conditioning	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Willing to pay more than $100	21.9[a]	11.6	19.9	18.5	17.8	40.8	52.3	61.8	45.1	25.0	33.3
Willing to pay $100 or less	12.6	23.1	19.9	14.4	10.4	13.1	16.1	15.8	17.7	20.2	14.7
Choose if no cost	40.4	38.8	23.7	36.3	35.6	24.0	18.1	16.4	23.2	26.4	27.0
Never choose	25.2	26.5	36.5	30.8	36.2	22.1	13.5	5.9	14.0	28.4	25.1

a. Percent

X^2 (27) = 284.04, $p < .001$

Table 89 - Importance of Cruise Control by Province

Importance of Cruise Control	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Willing to pay more than $100	9.9[a]	11.6	18.5	10.3	8.3	18.1	33.1	36.7	26.2	8.7	16.5
Willing to pay $100 or less	15.2	24.0	21.0	18.5	23.3	24.6	33.8	28.7	31.7	22.1	25.0
Choose if no cost	42.4	39.0	26.8	32.9	37.7	27.1	18.5	23.3	24.4	28.4	29.2
Never choose	32.5	25.3	33.8	38.4	30.7	30.2	14.6	11.3	17.7	40.9	29.3

a. Percent

X^2 (27) = 206.06, $p < .001$

Table 90 - Awareness of Automatic Restraints by Province
(Percent of Respondents)

	Province										Canada
Awareness	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Gave air bags[a]	48.1	36.2	54.1	42.6	45.9	59.7	59.6	58.4	62.4	60.9	55.8[c]
Gave automatic belts[a]	_.9	3.4	2.5	5.4	11.0	5.3	5.1	4.5	7.9	10.7	7.5[d]
Gave other[a]	3.2	4.0	2.5	2.7	5.2	5.7	3.2	6.5	1.8	4.2	4.7
Heard of air bags[b]	71.9	70.9	85.2	70.5	75.9	92.2	84.7	85.6	91.9	92.8	83.7[e]
Heard of automatic belts[b]	11.8	19.9	12.7	16.3	30.6	26.8	25.0	19.2	29.6	35.8	26.4[f]

a. Spontaneous mention as alternative to manual belts

b. Includes spontaneous mention of system

c. $X^2(9) = 56.32$, $p < .001$

d. $X^2(9) = 34.79$, $p < .001$

e. $X^2(9) = 114.85$, $p < .001$

f. $X^2(9) = 58.67$, $p < .001$

Table 91 - Awareness of Automatic Occupant Restraints by Sex
(Percent of Respondents)

	Age	
Awareness	Male	Female
Gave air bags[a]	60.4	44.9[c]
Gave automatic belts[a]	7.9	4.5[d]
Gave other[a]	5.5	2.9
Heard of air bags[b]	87.8	78.4[e]
Heard of automatic belts[b]	29.2	18.7[f]

a. Spontaneous mention as alternative to manual belts

b. Includes spontaneous mention of system

c. $X^2(1) = 51.59$, $p < .001$

d. $X^2(1) = 10.48$, $p < .001$

e. $X^2(1) = 33.29$, $p < .001$

f. $X^2(1) = 30.11$, $p < .001$

Table 92 - Awareness of Automatic Occupant Restraints by Age
(Percent of Respondents)

	Age		
Awareness	16-24	25-49	50+
Gave air bags[a]	57.7	57.6	44.7[c]
Gave automatic belts[a]	8.2	7.5	3.8
Gave other[a]	3.8	4.7	3.9
Heard of air bags[b]	82.7	85.3	81.0
Heard of automatic belts[b]	28.8	26.6	19.2[d]

a. Spontaneous mention as alternative to manual belts

b. Includes spontaneous mention of system

c. $X^2(2) = 32.21$, $p < .001$

d. $X^2(2) = 15.70$, $p < .001$

Table 93 - Awareness of Automatic Occupant Restraints by Education
(Percent of Respondents)

	Education			
Awareness	Public School	Some High School	Completed High School	Post Secondary
Gave air bags[a]	32.4	48.7	59.4	63.4[c]
Gave automatic belts[a]	5.0	3.5	7.4	8.3
Gave other[a]	3.2	5.5	3.5	5.0
Heard of air bags[b]	70.4	80.8	87.1	89.4[d]
Heard of automatic belts[b]	16.2	20.0	27.8	29.1[e]

a. Spontaneous mention as alternative to manual belts

b. Includes spontaneous mention of system

c. $X^2(3) = 109.05$, $p < .001$

d. $X^2(3) = 70.41$, $p < .001$

e. $X^2(3) = 29.95$, $p < .001$

Table 94 - Awareness of Automatic Occupant Restraints by Seat Belt Use
(Percent of Respondents)

	Seat Belt Use		
Awareness	Never	Sometimes	Always
Gave air bags[a]	44.8	49.1	56.8[c]
Gave automatic belts[a]	3.7	5.3	7.2
Gave other[a]	3.1	4.9	4.5
Heard of air bags[b]	75.1	81.1	86.4[d]
Heard of automatic belts[b]	18.6	21.1	26.7

a. Spontaneous mention as alternative to manual belts

b. Includes spontaneous mention of system

c. $X^2(2) = 19.67$, $p < .001$

d. $X^2(2) = 26.46$, $p < .001$

Table 95 - Favourability toward Automatic Restraints
(Percent of Weighted Sample)

Restraint System	Favourability: Very Unfavourable 0	Moderately Unfavourable 1	Slightly Unfavourable 2	Half & Half 3	Slightly Favourable 4	Moderately Favourable 5	Very Favourable 6
Air bags[a]	10.4	5.1	4.7	11.4	9.2	19.7	39.5
Automatic belts[a]	22.8	9.6	6.7	17.1	8.6	13.8	21.4
Automatic belts required for new cars	26.2	7.7	6.5	18.4	7.8	13.9	19.4

a. Respondents were shown pictures of automatic belts and air bags and briefly told how the systems work.

Table 96 - Favourability toward Automatic Restraints by Province

Restraint System	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Automatic belts[a]	2.96[b]	3.65	3.06	3.09	3.16	2.88	3.06	3.25	3.11	3.18	3.06
Air bags[a]	4.57	4.47	4.17	4.07	4.23	4.15	4.23	3.97	4.40	4.20	4.21
Automatic belts required for new cars	2.81	3.44	2.80	3.14	2.96	2.87	2.85	2.94	2.80	3.11	2.93

a. Respondents were shown pictures of automatic belts and air bags and briefly told how the systems work.

b. Mean rating on favourability scale where 0=very unfavourable, 3=half and half and 6=very favourable.

N.B. Differences among provinces were not significant.

Table 97 - Favourability Toward Automatic Occupant Restraints by Sex

	Sex	
Restraint System	Male	Female
Automatic belts	2.84[a]	3.42[b]
Air bags	4.00	4.51[c]
Automatic belts required for new cars	2.69	3.28[d]

a. Mean rating on favourability scale where 0 = very unfavourable, 3 = half and half, 6 = very favourable

b. $\underline{F} = 35.26$, $p < .001$

c. $\underline{F} = 33.69$, $p < .001$

d. $\underline{F} = 36.46$, $p < .001$

Table 98 - Favourability Toward Automatic Occupant Restraints by Age

	Age		
Restraint System	16-24	25-49	50+
Automatic belts	2.94[a]	3.31	3.11
Air bags	4.41	3.78	3.90[b]
Automatic belts required for new cars	2.73	2.99	2.98

a. Mean rating on favourability scale where 0 = very unfavourable, 3 = half and half, 6 = very favourable

b. $\underline{F} = 13.22$, $p < .001$

Table 99 - Favourability Toward Automatic Occupant Restraints by Education

	Education			
Restraint System	Public School	Some High School	Completed High School	Post Secondary
Automatic belts	3.09[a]	2.99	3.19	3.10
Air bags	3.79	4.29	4.40	4.28[b]
Automatic belts required for new cars	2.82	2.86	3.08	2.97

a. Mean rating on favourability scale where 0 = very unfavourable, 3 = half and half, 6 = very favourable

b. $F = 7.26$, $p < .001$

Table 100 - Favourability Toward Automatic Occupant Restraints by Seat Belt Use

	Seat Belt Use		
Restraint System	Never	Sometimes	Always
Automatic belts	2.36[a]	3.21	3.23[b]
Air bags	4.12	4.27	4.25
Automatic belts required for new cars	2.12	2.94	3.15[c]

a. Mean rating on favourability scale where 0 = very unfavourable, 3 = half and half, 6 = very favourable

b. $F = 20.14$, $p < .001$

c. $F = 27.98$, $p < .001$

Table 101 - Likelihood that Respondents would Disconnect Automatic Belt System by Province

Likelihood	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Very likely	26.6[a]	18.8	14.6	18.2	16.0	19.8	19.0	16.9	26.7	12.1	18.2
Somewhat likely	14.9	7.4	10.2	14.9	14.2	11.8	9.5	10.4	16.4	11.2	12.6
Not at all likely	55.2	73.2	66.2	62.2	62.5	63.3	65.2	66.2	51.5	72.1	63.5
Don't know	3.2	0.7	8.9	4.7	7.3	5.1	6.3	6.5	5.5	4.7	5.8

a. Percent

$X^2(27) = 54.80$, $p < .001$

Table 102 - Likelihood that Respondents would Disconnect Automatic Belt System by Sex

	Sex	
Likelihood	Male	Female
Very likely	21.3[a]	15.2
Somewhat likely	11.1	13.6
Not at all likely	61.8	66.1
Don't know	5.8	5.1

a. Percent

$X^2(3) = 15.73$, $p < .001$

Table 103 - Likelihood that Respondents would Disconnect Automatic Belt System by Age

	Age		
Likelihood	16-24	25-49	50+
Very likely	26.3[a]	18.8	15.0
Somewhat likely	16.4	13.1	9.0
Not at all likely	54.9	63.7	67.4
Don't know	2.4	4.4	8.6

a. Percent

$X^2(6) = 50.26$, $p < .001$

Table 104 - Likelihood that Respondents would Disconnect Automatic Belt System by Education

	Education			
Likelihood	Public School	Some High School	Completed High School	Post Secondary
Very likely	17.9[a]	22.8	16.8	17.5
Somewhat likely	10.0	13.0	12.7	12.6
Not at all likely	63.2	58.9	65.2	65.9
Don't know	8.9	5.3	5.3	4.0

a. Percent

$X^2(9) = 22.23$, not significant

Table 105 - Likelihood that Respondents would Disconnect Automatic Belt System by Seat Belt Use

	Seat Belt Use		
Likelihood	Never	Sometimes	Always
Very likely	41.1[a]	19.9	12.8
Somewhat likely	15.3	16.8	9.9
Not at all likely	38.3	57.3	71.9
Don't know	5.2	6.0	5.4

a. Percent

$X^2(6) = 183.29$, $p < .001$

Table 106 - Likelihood that Respondents Would Wear Lap Belt If Car Had Air Bags by Province

	Province										Canada
Likelihood	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Very likely	41.6[a]	75.2	68.8	58.8	60.4	70.7	60.1	72.7	45.5	68.8	64.6
Somewhat likely	14.9	10.7	12.1	17.6	17.1	13.1	10.8	13.0	24.8	10.7	14.9
Not at all likely	38.3	12.1	15.9	21.6	17.8	13.5	25.9	14.3	28.5	16.7	17.5
Don't know	5.2	2.0	3.2	2.0	4.7	2.7	3.2	0.0	1.2	3.7	3.0

a. Percent

$X^2(27) = 126.79$, $p < .001$

Table 107 - Likelihood that Respondents Would Wear Lap Belt If Car Had Air Bags by Sex

	Sex	
Likelihood	Male	Female
Very likely	58.8[a]	69.5
Somewhat likely	15.4	13.3
Not at all likely	22.1	15.1
Don't know	3.7	2.1

a. Percent

$X^2(3) = 29.95$, $p < .001$

Table 108 - Likelihood that Respondents Would Wear Lap Belt If Car Had Air Bags by Age

	Age		
Likelihood	16-24	25-49	50+
Very likely	58.7[a]	65.8	61.7
Somewhat likely	20.8	13.5	13.5
Not at all likely	19.5	18.7	19.3
Don't know	1.0	2.0	5.5

a. Percent

$X^2(6) = 34.59$, $p < .001$

Table 109 - Likelihood that Respondents Would Wear Lap Belt If Car Had Air Bags by Education

	Education			
Likelihood	Public School	Some High School	Completed High School	Post Secondary
Very likely	55.8[a]	58.0	65.7	69.9
Somewhat likely	13.7	15.9	15.0	13.4
Not at all likely	23.4	24.2	16.3	15.1
Don't know	7.1	2.0	3.0	1.6

a. Percent

$X^2(9) = 59.53$, $p < .001$

Table 110 - Likelihood that Respondents Would Wear Lap Belt If Car Had Air Bags by Seat Belt Use

	Seat Belt Use		
Likelihood	Never	Sometimes	Always
Very likely	21.2[a]	52.4	77.4
Somewhat likely	16.9	24.3	10.5
Not at all likely	58.6	20.8	9.3
Don't know	3.4	2.4	2.8

a. Percent

$X^2(6) = 529.63$, $p < .001$

Table 111 - Preference for Occupant Restraint System by Province

Restraint System	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Active Belts	53.9[a]	43.6	52.2	52.0	43.6	53.8	48.1	54.5	50.9	52.6	50.5
Automatic Belts	15.6	34.9	18.5	25.7	21.0	19.6	21.5	24.7	18.2	20.5	20.6
Air Bags	29.2	20.1	26.8	19.6	30.7	22.8	25.3	18.2	30.3	23.3	25.5
Don't know	1.3	1.3	2.5	2.7	4.7	3.8	5.1	2.6	0.6	3.7	3.4

a. Percent

$X^2(27) = 54.98$, $p < .001$

Table 112 - Preference for Occupant Restraint System by Sex

	Sex	
Restraint System	Male	Female
Active Belts	51.6[a]	49.0
Automatic Belts	18.5	24.9
Air bags	26.6	22.9
Don't know	3.3	3.1

a. Percent

$X^2(3) = 14.33$, $p < .001$

Table 113 - Preference for Occupant Restraint System by Age

	Age		
Restraint System	16-24	25-49	50+
Active Belts	50.9[a]	49.4	52.0
Automatic Belts	20.1	21.5	21.7
Air bags	28.7	26.0	21.7
Don't know	0.3	3.1	4.6

a. Percent

$X^2(6) = 18.24$, $p < .001$

Table 114 - Preference for Occupant Restraint System by Education

	Education			
Restraint System	Public School	Some High School	Completed High School	Post Secondary
Active Belts	51.3[a]	47.5	49.3	53.0
Automatic Belts	22.6	18.3	22.9	21.6
Air bags	23.2	30.1	23.9	23.1
Don't know	2.9	4.1	3.8	2.3

a. Percent

$X^2(9) = 16.42$, not significant

Table 115 - Preference for Occpant Restraint System by Seat Belt Use

	Seat Belt Use		
Restraint System	Never	Sometimes	Always
Active Belts	43.3[a]	45.1	54.0
Automatic Belts	11.3	23.9	22.6
Air bags	42.3	28.1	20.1
Don't know	3.1	2.9	3.3

a. Percent

$X^2(6) = 81.61$, $p < .001$

Table 116 - Awareness of the Purpose of Daytime Running Lights by Province

	Province										Canada
Purpose of DRL	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Correctly stated	61.0[a]	61.1	74.5	70.3	49.9	58.0	67.1	74.7	75.8	67.4	61.5
Not correctly stated	39.0	38.9	25.5	29.7	50.1	42.0	32.9	25.3	24.2	32.6	38.5

a. Percent

$x^2(9) = 70.18$, $p < .001$

Table 117 - Awareness of the Purpose of Daytime Running Lights by Sex

	Sex	
Purpose of DRL	Male	Female
Correctly stated	62.7[a]	63.6
Not correctly stated	37.3	36.4

a. Percent

x^2 (1) = 0.17, not significant

Table 118 - Awareness of the Purpose of Daytime Running Lights by Age

	Age		
Purpose of DRL	16-24	25-49	50+
Correctly stated	66.6[a]	66.7	55.6
Not correctly stated	33.4	33.3	44.4

a. Percent

x^2 (2) = 25.44, $p < .001$

Table 119 - Awareness of the Purpose of Daytime Running Lights by Education

	Education			
Purpose of DRL	Public School	Some High School	Completed High School	Post Secondary
Correctly stated	57.1[a]	59.7	62.9	68.9
Not correctly stated	42.9	40.3	37.1	31.1

a. Percent

x^2 (3) = 18.52, $p < .001$

Table 120 - Awareness of Purpose of Daytime Running Lights by Seat Belt Use

	Seat Belt Use		
Purpose of DRL	Never	Sometimes	Always
Correctly stated	61.7[a]	63.3	63.1
Not correctly stated	38.3	36.7	36.9

a. Percent

x^2 (2) = 0.27, not significant

Table 121 - Awareness of Purpose of Daytime Running Lights by Community Size

	Community Size			
Purpose of DRL	Under 10,000	10,000-99,999	100,000-999,999	1,000,000 and over
Correctly stated	62.2[a]	64.8	71.8	50.3
Not correctly stated	37.8	35.2	28.2	49.7

a. Percent

x^2 (3) = 51.85, $p < .001$

Table 122 - Favourability Towards Daytime Running Lights by Province
(Percent of Respondents)

Favourability	Province										Canada
	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Very Unfavourable	7.8	8.7	8.3	5.4	12.1	13.0	14.0	5.8	10.4	7.5	10.2
Moderately Unfavourable	5.2	4.0	3.8	4.1	4.8	3.6	7.0	3.9	3.7	3.3	4.2
Slightly Unfavourable	2.0	7.4	7.1	3.4	3.5	5.4	3.2	3.2	4.9	4.2	4.5
Half and Half	11.1	16.1	16.0	17.7	12.6	13.2	15.3	8.4	11.0	14.1	13.4
Slightly Favourable	11.8	6.0	10.9	2.7	10.5	9.0	8.3	9.1	8.5	9.9	9.0
Moderately Favourable	17.6	16.1	12.2	15.0	16.6	15.3	15.3	22.7	23.8	23.0	17.4
Very Favourable	44.4	41.6	41.7	51.7	39.9	40.5	36.9	46.8	37.8	38.0	41.3

$X^2(54) = 74.09$, p .01, not significant

Table 123 - Mean Favourability[a] Towards Daytime Running Lights by Province

	Province										Canada
Favourability	P.E.I.	NFLD	N.S.	N.B.	P.Q.	ONT.	MAN.	SASK.	ALTA.	B.C.	
Mean	4.44	4.21	4.20	4.60	4.14	4.09	3.90	4.66	4.26	4.37	4.20[b]

a. 0 = Very unfavourable, 6 = Very favourable

b. $F = 2.4$, $p < .01$

Table 124 - Mean Favourability[a] Towards Daytime Running Lights by Sex

	Sex	
Favourability	Male	Female
Mean	4.05	4.48

a. 0 = Very unfavourable, 6 = Very favourable

$F = 25.36$, $p < .001$

Table 125 - Mean Favourability[a] Towards Laytime Running Lights by Age

	Age		
Favourability	16-24	25-49	50+
Mean	4.45	4.41	3.83

a. 0 = Very unfavourable, 6 = Very favourable

$F = 21.925$, $p < .001$

Table 126 - Mean Favourability[a] Towards Daytime Running Lights by Education

	Education			
Favourability	Public School	Some High School	Completed High School	Post Secondary
Mean	3.82	4.23	4.26	4.47

a. 0 = Very unfavourable, 6 = Very favourable

$F = 8.44$, $p < .001$

Table 127 - Mean Favourability[a] Towards Daytime Running Lights by Seat Belt Use

	Seat Belt Use		
Favourability	Never	Sometimes	Always
Mean	3.93	4.27	4.32

a. 0 = Very unfavourable, 6 = Very favourable

F = 4.83, not significant

Table 128 - Mean Favourability[a] Towards Daytime Running Lights by Community Size

	Community Size			
Favourability	Under 10,000	10,000-99,999	100,000-999,999	1,000,000 and over
Mean	4.44	4.27	4.11	4.10

a. 0 = Very unfavourable, 6 = Very favourable

F = 3.78, not significant

Table 129 - Reason for Unfavourable Opinion of Daytime Running Lights

Reason[a]	Percent
Runs down the battery	5.5
Burn out light bulbs	1.2
Requires extra fuel/gas	0.7
Concerned about glare	3.9
Other	10.0
Don't know	0.9

a. Multiple reasons could be given

APPENDIX A

English and French Questionnaires

CONTEMPORARY RESEARCH CENTRE

144

ROAD SAFETY STUDY

Ques. # 0698

Project # 10012

Assignment # _____

Address of Household: _____

Hello, I'm _____ from Contemporary Research Centre. We are doing a survey in this area and would like to talk to one of the members of your household. But first.....

1. How many people 16 years of age and older live in this household? _____ (RECORD NUMBER OF PEOPLE)

2. Would you please tell me the names and ages of all MALES 16 years of age and older living in this household? Please start with the youngest. (RECORD BELOW)

3. Next, would you please tell me the names and ages of all FEMALES 16 years of age and older living in this household? Again, please start with the youngest. (RECORD BELOW)

INTERVIEWER, PLEASE LIST ALL MALES FIRST. FIRST START WITH THE YOUNGEST, THEN THE NEXT OLDEST, ETC. UNTIL YOU HAVE LISTED ALL MALES 16 YEARS OF AGE AND OLDER. THEN LIST ALL THE FEMALES 16 YEARS OF AGE AND OLDER, AGAIN LISTING THE YOUNGEST FIRST, THEN THE NEXT OLDEST, AND SO ON.

BE SURE THAT EVERY MEMBER OF THE HOUSEHOLD 16 YEARS OF AGE AND OVER IS ACCOUNTED FOR THEN INTERVIEW THE PERSON ON THE LOWEST LINE THAT SHOWS AN 'X' OPPOSITE HIS OR HER NAME.

When you have completed all of one quota, for instance all your female quota, you will then list only the males in the household 16 and over and select your respondent from among those listed; if you complete your male quota first you will be listing only females on your last few questionnaires.

NOTE: IF ALL FEMALE QUOTA COMPLETE LIST MALES ONLY AND CHECK BOX→☐ IF ALL MALE QUOTA COMPLETE LIST FEMALES ONLY AND CHECK BOX→☐

NAME	AGE	SELECT LOWEST NAME SHOWING 'X' OPPOSITE
1.		X 1.
2.		X 2.
3.		3.
4.		4.
5.		5.
6.		6.

SEX OF RESPONDENT: 1 MALE 2 FEMALE

TIME INTERVIEW STARTED: _____ a.m. p.m.

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ROAD SAFETY SECTION

1. Have you driven a car, van, or light truck in the last 30 days?

   1 Yes
   2 No ——→ DISCONTINUE INTERVIEW

2. How long have you been licensed to drive a car?

   0 Less than six months ——→ DISCONTINUE INTERVIEW

   _____ write in number of years

3. What type of vehicle is it that you usually drive for private use?

   1 Car
   2 Van
   3 Light truck
   4 Other _____ (specify)

4. Are you the registered owner of this vehicle?

   1 Yes
   2 No

5. Was the vehicle purchased new (without a previous owner) or was it a used vehicle?

   1 New
   2 Used
   9 Don't know

IF 'NEW' ASK:

6. Was the vehicle purchased in the last 2 years?

   1 Yes
   2 No
   3 Leased
   9 Don't know

7. Do you or any member of your household intend to buy a car, van, or light truck within the next 2 years?

   1 Yes
   2 No
   9 Don't know ——→ SKIP TO Q. 9

IF 'YES' ON Q. 7 ASK:

8. Do you think it will be a vehicle that is new (without a previous owner) or a used vehicle?

   1 New
   2 Used
   9 Don't know

INTERVIEWER - PLEASE SAY TO YOUR RESPONDENT: Throughout this interview when I refer to a car or automobile, it also includes a van or light truck.

HAND RESPONDENT ROAD SAFETY CARD A

9. I am going to read some factors which people often consider when they are buying a car. I would like you to rate on a scale of 0 to 6, how important each of these factors would be to you if you were deciding what kind of car to buy. If you feel the factor is not important at all you would give a rating of 0. If you feel it is very important you would give a rating of 6. You can choose any number between 0 and 6 depending on how you feel about it. How important is ... READ EACH CATEGORY ONE AT A TIME AND CIRCLE ONE ANSWER FOR EACH.

	Not At All Important						Very Important	No Opinion
	0	1	2	3	4	5	6	7
Seating Capacity	0	1	2	3	4	5	6	7
Maintenance Cost	0	1	2	3	4	5	6	7
Comfort	0	1	2	3	4	5	6	7
Fuel Consumption	0	1	2	3	4	5	6	7
Safety Features	0	1	2	3	4	5	6	7
Purchase price	0	1	2	3	4	5	6	7
Appearance and Style	0	1	2	3	4	5	6	7
Quality of workmanship	0	1	2	3	4	5	6	7
Performance and Handling	0	1	2	3	4	5	6	7

TAKE BACK CARD A

10. How well do you feel the car you drive most often is designed for safety? Would you say it is ... READ LIST 1 TO 4.

1 Very well designed
2 Fairly well designed
3 Not as well designed as you would like
4 Very poorly designed
9 Don't know

HAND RESPONDENT ROAD SAFETY CARD B

11. Here is a list of some of the extra features available for cars. Could you tell me which of these features you would like to have in the next car you buy? Please give me the number beside the items from the card. CIRCLE ALL ITEMS MENTIONED.

Q. 11		Q. 12
01	Power brakes	01
02	Anti-lock brakes (brakes that prevent wheels from locking)	02
03	Power steering	03
04	Cruise control (for constant speed with foot off the gas pedal)	04
05	Shoulder belts in back seat (like shoulder belts in front seat)	05
06	Warning buzzer to indicate headlights are on	06
07	Rear window defroster	07
08	Rear window wiper	08
09	Windshield wipers with more than two speeds	09
10	Right side mirror	10
11	Fuel economy indicator (a device that shows the vehicle fuel consumption rate)	11
12	Puncture proof tires	12
13	Power door locks	13
14	Reclining front seats	14
15	Power adjusted front seats	15
16	A bolt in the car to anchor the tether strap of a child safety seat	16
17	Tilt steering	17
18	Block heater	18
19	Extra brake light mounted at eye level on centre rear of the car	19
20	Adjustable head rests in the back seat	20
99	None of these	99

12. Now, could you tell me which of these features you have in the car you usually drive? Please give me the number beside the items from the card. CIRCLE ALL ITEMS MENTIONED ABOVE

TAKE BACK CARD B

13. Are there any other safety features you would like to buy for your car, if they were available? DO NOT READ LIST. CIRCLE ALL MENTIONS.

1 Air bags/air cushions/balloons
2 Automatic seat belts
3 Front lights turn on automatically when driving, day or night
4 Computer system to tell there is a problem with the car
5 Warning buzzer to indicate low gas/keys in the car/door open, etc.
6 Stronger doors for crash protection
8 Other _____ (specify)
9 None

14. All cars sold in Canada have as standard equipment seat belts that need to be buckled and unbuckled. However, automobile manufacturers have developed other devices to protect drivers and passengers from hitting the windshield or dashboard. Can you give me the names of any of these devices? DO NOT READ LIST. CIRCLE ALL MENTIONS.

1 Air bags (cushion, balloons)
2 Automatic seat belts
3 Other _____ (specify)
9 Don't know

IF '1' (AIR BAGS) NOT CIRCLED ON Q. 14 OR ON Q. 13 ASK:

15. Have you ever heard of air bags or air cushions?

1 Yes
2 No
9 Don't know

IF '2' (AUTOMATIC SEAT BELTS) NOT CIRCLED ON Q. 14 OR ON Q. 13 ASK:

16. Have you ever heard of automatic seat belts?

1 Yes
2 No
9 Don't know

SHOW PICTURE OF AUTOMATIC SEAT BELT

17. I'd like you to look at this picture and read the explanation of how an automatic seat belt works.

INTERVIEWER GIVE ENOUGH TIME TO RESPONDENT TO READ THE EXPLANATION AND MAKE SURE HE/SHE UNDERSTANDS IT.

HAND RESPONDENT ROAD SAFETY CARD C

Now I'd like to know how favourable or unfavourable your opinion is of the automatic seat belts. Please look at this card and tell me which number best describes your opinion. CIRCLE ONE ANSWER ONLY.

0 Very unfavourable
1 Moderately unfavourable
2 Slightly unfavourable
3 Half and half
4 Slightly favourable
5 Moderately favourable
6 Very favourable
7 No opinion

TAKE BACK CARD C

18. If the next car you buy comes with automatic seat belts as standard equipment, how likely is it that you or someone else in your household would try to find a way to disconnect the belt system so that you could avoid wearing the belts? Would you say very likely, somewhat likely or not at all likely? CIRCLE ONE ANSWER ONLY.

1 Very likely
2 Somewhat likely
3 Not at all likely
9 Don't know

19. Another type of automatic crash protection is the air bag and here is the picture which shows how it works. SHOW AIR BAG PICTURE. PLEASE GIVE ENOUGH TIME TO RESPONDENT TO READ. MAKE SURE RESPONDENT UNDERSTANDS HOW THE AIR BAG WORKS.

I'd like to know how favourable or unfavourable your opinion is of the air bag. Please look at this card (HAND RESPONDENT ROAD SAFETY CARD C AGAIN) and tell me which number best describes your opinion.

0 Very unfavourable
1 Moderately unfavourable
2 Slightly unfavourable
3 Half and half
4 Slightly favourable
5 Moderately favourable
6 Very favourable
7 No opinion

TAKE BACK CARD C

20. If you were riding in an automobile equipped with an air bag system what is the likelihood that you would also use a seat belt to provide added protection? Would you say ... READ LIST 1 TO 3.

1 Very likely
2 Somewhat likely
3 Not likely at all
9 Don't know

21. If you were going to buy a new car which must be equipped with one of the three safety features - seat belts that need to be buckled as most cars have now, automatic seat belts or air bags, which one would you choose? CIRCLE ONE ANSWER ONLY.

1 Seat belts that need to be buckled
2 Automatic seat belts
3 Air bags
9 Don't know

22. What do you think would be the purpose of using headlights in the daytime in good and bad weather? DO NOT READ LIST. CIRCLE ALL MENTIONS.

1 To make my car more visible to other drivers/cars
2 To make it easier for me to see other drivers/cars
3 Increase safety
4 Never heard of using lights in daytime
5 Not see any purpose of using lights in daytime
8 Other (specify)_____

_____

9 Don't know

HAND RESPONDENT ROAD SAFETY CARD C AGAIN

23. A safety feature being considered for new cars is an extra set of lights on the front of the car that would come on when you start the car, day or night and go off when you turn the car off. These lights are designed to make a car more visible to vehicles travelling in other directions. At night drivers would still need to use their headlights. I would like to know how favourable or unfavourable your opinion is of these extra lights. Please tell me which number from the card best describes your opinion.

0 Very unfavourable
1 Moderately unfavourable
2 Slightly unfavourable
3 Half and half
4 Slightly favourable
5 Moderately favourable
6 Very favourable
7 No opinion

IF '0' OR '1' OR '2' CIRCLED ON Q. 23 ASK:

23a. Why do you say that? DO NOT READ LIST. CIRCLE ALL MENTIONS.

1 Will run down the batteries
2 Burn out light bulbs
3 Will use extra fuel/gas
4 Glare of lights during daytime will bother me
8 Other _____ (specify)
9 Don't know

TAKE BACK CARD C

HAND RESPONDENT ROAD SAFETY CARD D

24. I am going to read to you a number of different measures that have been suggested for improving traffic safety. I would like to know how effective you feel each measure would be in saving lives. If you feel it would not be effective at all in saving lives, you would choose 0. If you feel it would be very effective, you would choose the number 6. You can choose any number between 0 and 6 depending on how you feel about it.

START WITH THE ITEM TICKED (✓) AND ASK ABOUT EACH ITEM ONE AT A TIME TILL YOU HAVE ASKED ALL ITEMS.

		Not at all Effective						Very Effective	No Opinion
A	Make driver licencing tests more difficult to pass.	A0	A1	A2	A3	A4	A5	A6	A7
B	Increase police enforcement of impaired driving laws.	B0	B1	B2	B3	B4	B5	B6	B7
C	Put shoulder belts in the back seat, similar to the seatbelts in the front seat.	C0	C1	C2	C3	C4	C5	C6	C7
D	Make car doors and roofs stronger to protect drivers and passengers in a collision.	D0	D1	D2	D3	D4	D5	D6	D7
E	Encourage individual participation in community efforts to reduce impaired driving.	E0	E1	E2	E3	E4	E5	E6	E7
F	Require all new cars to have an extra set of front lights that turn on automatically whenever you are driving, day or night.	F0	F1	F2	F3	F4	F5	F6	F7
G	Raise the legal drinking age to 21.	G0	G1	G2	G3	G4	G5	G6	G7
H	Equip cars with seat belts which slide into place automatically when you get into the car so they don't have to be buckled.	H0	H1	H2	H3	H4	H5	H6	H7
J	Increase police enforcement of seatbelt laws in provinces which have them.	J0	J1	J2	J3	J4	J5	J6	J7
K	Require large trucks to have mud guards to reduce splash and spray.	K0	K1	K2	K3	K4	K5	K6	K7
L	Improve car brakes so the wheels do not lock when you must stop quickly.	L0	L1	L2	L3	L4	L5	L6	L7
M	Equip cars with air bags which cushion the front seat occupants in a front-end crash.	M0	M1	M2	M3	M4	M5	M6	M7
N	Equip cars with a device which prevents the car from starting when the driver is impaired by alcohol or other drugs.	N0	N1	N2	N3	N4	N5	N6	N7
P	Enforce speed limits more strictly.	P0	P1	P2	P3	P4	P5	P6	P7
R	Require school buses to have seat belts for all seats.	R0	R1	R2	R3	R4	R5	R6	R7
S	Raise the legal driving age to 18.	S0	S1	S2	S3	S4	S5	S6	S7
T	Educate the public about road safety through advertising campaigns.	T0	T1	T2	T3	T4	T5	T6	T7
✓ V	For drivers under age 21, make the legal blood alcohol level stricter by changing the current level from point zero-eight to point zero-five.	V0	V1	V2	V3	V4	V5	V6	V7

TAKE BACK CARD D

HAND RESPONDENT ROAD SAFETY CARD E

25. What do you think are your chances of being injured in an automobile accident during the next twelve months - either one caused by you or by someone else? Just give me a number from the card.

1 One in five
2 One in ten
3 One in a hundred
4 One in a thousand
5 One in ten thousand
6 One in one hundred thousand
7 One in a million
8 One in ten million
9 Don't know

TAKE BACK CARD E

26. I am going to read a list of factors which may contribute to the risks of injury when driving a car.

HAND RESPONDENT ROAD SAFETY CARD F

Using the scale on this card, I would like you to indicate how dangerous you believe each factor is. If you feel it is something extremely dangerous you would choose the number 6. If you feel it is not dangerous at all you would choose 0. You can choose any number between 0 and 6 depending on how you feel.

READ EACH STATEMENT ONE AT A TIME AND CIRCLE ONE ANSWER FOR EACH.

	Not At All		Some-what		Very		Extre-mely	No Opinion
A Driving at a speed of 120 km/hr (75 mph) in a 100 km/hr (62 mph) zone.	A0	A1	A2	A3	A4	A5	A6	A7
B Driving in a snowstorm.	B0	B1	B2	B3	B4	B5	B6	B7
C Driving at night with one headlight.	C0	C1	C2	C3	C4	C5	C6	C7
D Driving while impaired, that is with a blood alcohol level over the legal limit of point zero-eight.	D0	D1	D2	D3	D4	D5	D6	D7
E Riding in the back seat without wearing a seatbelt.	E0	E1	E2	E3	E4	E5	E6	E7
F Driving a small car.	F0	F1	F2	F3	F4	F5	F6	F7
G Driving while the rear window is fogged.	G0	G1	G2	G3	G4	G5	G6	G7
H Driving or riding in the front seat without wearing a seatbelt.	H0	H1	H2	H3	H4	H5	H6	H7
J Driving with improperly adjusted head restraints or head rests.	J0	J1	J2	J3	J4	J5	J6	J7
K Driving with young children who are not wearing seat belts and not in child seats.	K0	K1	K2	K3	K4	K5	K6	K7

TAKE BACK CARD F

27. Now, I'm going to ask you to imagine that Canada's multi-lane freeways and expressways have no speed limits. How fast would you choose to drive when weather conditions are perfect and there is not much traffic on the road?

_____ kilometers per hour

OR _____ miles per hour

HAND RESPONDENT ROAD SAFETY CARD G

28. Please look at this card and tell me how would you rate your driving habits on a scale of 0 to 6. Just give me the number.

0 Not at all cautious

1

2

3 Moderately cautious

4

5

6 Extremely cautious

9 No opinion

TAKE BACK CARD G

29. I am going to read some of the driving habits of people in general. I would like to know how often you engage in them when you drive. As I read each one, please tell me whether you do it most of the time, some of the time, rarely or never.

READ LIST ONE AT A TIME AND CIRCLE ONE ANSWER FOR EACH.

	Most of the Time	Some of the Time	Rarely	Never	Don't Know
Driving through yellow lights	1	2	3	4	9
Passing at an intersection	1	2	3	4	9
Following too closely	1	2	3	4	9
Changing lanes abruptly	1	2	3	4	9

30. Compared to other car drivers, do you generally drive ... READ LIST 1 TO 5.

1 Much faster than others

2 A little faster than others

3 About the same speed as others

4 A little slower than others

5 Much slower than others

9 No opinion

31. Approximately how many kilometers (miles) in total do you think you personally have driven any car, van, or truck in the past 12 months? RECORD ANSWER EITHER IN KILOMETERS OR MILES AS GIVEN BY YOUR RESPONDENT.

_____ kilometers _____ miles

32. On the last 10 trips where you have driven a car, about how many times did you wear a seat belt?

_____ No. of times 99 Don't know

HAND RESPONDENT ROAD SAFETY CARD H

73. I am going to read to you a number of optional features for cars and light trucks. Some of these are available now while others are new and not yet available.

As I read each feature, please tell me using the answers on this card, how much money you would be willing to pay for the item.

START WITH THE ITEM TICKED (✓) AND ASK ABOUT EACH ITEM ONE AT A TIME TILL YOU HAVE ASKED ALL ITEMS.

		Upto $1000	Upto $500	Upto $200	Upto $100	Upto $50	Would Choose if Cost Nothing	Never Choose	Don't Know
A	A right side mirror.	A1	A2	A3	A4	A5	A6	A7	A9
B	Shoulder belts in the back seat similar to those in the front seat.	B1	B2	B3	B4	B5	B6	B7	B9
C	Seatbelts which slide into place automatically when you get into the car so they don't have to be buckled.	C1	C2	C3	C4	C5	C6	C7	C9
D	Extra set of front lights that turn on automatically whenever you are driving, day or night.	D1	D2	D3	D4	D5	D6	D7	D9
✓E	Warning indicators to tell you that there is a problem with the car.	E1	E2	E3	E4	E5	E6	E7	E9
F	Brakes that prevent the wheels from locking when you must stop quickly.	F1	F2	F3	F4	F5	F6	F7	F9
G	Window defogger/defrosters systems that work faster.	G1	G2	G3	G4	G5	G6	G7	G9
H	Air bags which cushion front seat occupants in front-end crashes.	H1	H2	H3	H4	H5	H6	H7	H9
J	A device to tell the driver when he or she is impaired due to alcohol or other drugs.	J1	J2	J3	J4	J5	J6	J7	J9
K	Cruise control which automatically gives a constant speed with foot off the gas pedal.	K1	K2	K3	K4	K5	K6	K7	K9
L	An AM/FM radio.	L1	L2	L3	L4	L5	L6	L7	L9
M	A device that prevents the car from starting if the driver is impaired due to alcohol or other drugs.	M1	M2	M3	M4	M5	M6	M7	M9
N	Air conditioning	N1	N2	N3	N4	N5	N6	N7	N9

TAKE BACK CARD H

34. How would you feel if the government required that car manufacturers install automatic seat belts in new cars instead of current manual seat belts? Please look at this card (HAND RESPONDENT ROAD SAFETY CARD C AGAIN) and tell me which number best describes your opinion.

0 Very unfavourable
1 Moderately unfavourable
2 Somewhat unfavourable
3 Half and half
4 Slightly favourable
5 Moderately favourable
6 Very favourable
7 No opinion

TAKE BACK CARD C

35. What is the year of the vehicle you usually drive?

_____ Write In Year Only 9 Don't know

36. Is the manufacturer of this vehicle ... READ LIST 1 TO 4.

1 North American
2 Japanese
3 European
4 Other _____ (specify)
9 Don't know

37. What size of vehicle would that be?

1 Full size
2 Intermediate
3 Compact
4 Subcompact
5 Van/light truck
9 Don't know

38. In the past 3 years how many traffic tickets have you received not counting parking tickets?

_____ No. of tickets 99 Refused/Don't know

39. In the past 3 years how many motor vehicle accidents have you been involved in?

_____ No. of accidents involved in

98 Not involved in accidents in past 3 years → SKIP TO Q. 41
99 Refused/Don't know

IF INVOLVED IN CAR ACCIDENT ASK:

40. How many of those accidents were you partly or wholly responsible for?

_____ No. of accidents responsible for

98 None
99 Refused

41. In the past 30 days, how many times, if any, have you driven when you think you may have been legally impaired, that is, had a blood alcohol level over the legal limit of point zero-eight?

_____ No. of times

98 None
99 Refused

Finally, in order to classify our data, we need some basic information about your household. This information is for statistical purposes only and is strictly confidential.

42. Into which of the following age groups should I check you? READ LIST.

1 16 - 19
2 20 - 24
3 25 - 29
4 30 - 34
5 35 - 39
6 40 - 44
7 45 - 49
8 50 - 54
9 55 - 64
0 65 years & over

43. Which of the following describes your educational background? READ LIST.

1 No formal schooling
2 Some public school
3 Completed public school
4 Some vocational or high school
5 Graduated from vocational or high school
6 Some college or university
7 Graduated from college or university
8 Master degree or Doctorate

44. Could you please tell me what language is mainly spoken in your home? CIRCLE ONE ANSWER ONLY.

1 English
2 French
3 Other _____
(specify)

45. Are you - READ LIST.

1 Single (never married)
2 Married (include common-law)
3 Widowed
4 Divorced
5 Separated

46. Are you currently - READ LIST.

1 Employed Full Time
2 Employed Part Time
3 Self-employed Full-time
4 Self-employed Part-time
5 Unemployed
6 Retired
7 Student
8 Housewife

47. How many people 16 years of age and over are there in your household including yourself, living here at home?

1 2 3 4 5 6 7 8 9 10 or more

48. How many people under 16 years of age are there in your household, if any?

0 1 2 3 4 5 6 or more

HAND RESPONDENT INCOME CARD

49. Into which of these broad general groups does your total household income fall - that is the total for all the people in the household put together before taxes are taken out? Just give me the number from the card.

01 Under $5,000
02 $5,000 - $6,999
03 $7,000 - $9,999
04 $10,000 - $14,999
05 $15,000 - $19,999
06 $20,000 - $24,999
07 $25,000 - $29,999
08 $30,000 - $34,999
09 $35,000 - $39,999
10 $40,000 - $44,999
11 $45,000 - $49,999
12 $50,000 - $59,999
13 $60,000 - $69,999
14 $70,000 - $79,999
15 $80,000 and over
99 Refused

TAKE BACK INCOME CARD

INTERVIEWER RECORD

50. Sex:
1 Male
2 Female

51. Community Size: 1 2 3 4 5 6 7 8

(Circle the number written in your instructions)

52. Province:
1 P.E.I.
2 Newfoundland
3 Nova Scotia
4 New Brunswick
5 Quebec
6 Ontario
7 Manitoba
8 Saskatchewan
9 Alberta
10 British Columbia

ASK EVERYONE

What is your name, address, telephone number? RECORD BELOW, PRINT PLAINLY.

RESPONDENT'S NAME _____

RESPONDENT'S ADDRESS _____
(Number and Name of Street)

City or Town _____ Province _____

TELEPHONE NUMBER _____

TODAY'S DATE Day ____ Mo. ____ Yr. ____

INTERVIEWER'S NAME _____

CITY _____ PROVINCE _____

TIME INTERVIEW COMPLETED _____ a.m. p.m. LENGTH OF INTERVIEW _____ No. of minutes

CENTRE DE RECHERCHES CONTEMPORAINES

SECTION SUR LA SÉCURITÉ ROUTIÈRE

156

No. du questionnaire: 4026

No. de l'étude: 10012

No. d'affectation: _____

Adresse du foyer: _____

Bonjour, je suis _____ du Centre de Recherches Contemporaines. Nous faisons dans cette région une étude pour le gouvernement fédéral et nous aimerions poser quelques questions à une personne de votre foyer. Mais d'abord, dites-moi...

1. Combien y a-t-il de personnes de 16 ans et plus qui habitent ici? _____
   (INSCRIVEZ LE NOMBRE DE PERSONNES)

2. Voulez-vous me donner le nom et l'âge de tous les HOMMES de 16 ans et plus qui habitent ici, en commençant par le plus jeune. (INSCRIVEZ CI-DESSOUS)

3. Et ensuite, voulez-vous me donner le nom et l'âge de toutes les FEMMES de 16 ans et plus qui habitent ici, en commençant aussi par la plus jeune. (INSCRIVEZ CI-DESSOUS)

INTERVIEWER: VEUILLEZ D'ABORD INSCRIRE TOUS LES HOMMES. COMMENCEZ PAR LE PLUS JEUNE PUIS LE SUIVANT ETC. JUSQU'A CE QUE VOUS AYEZ INSCRIT TOUS LES HOMMES DE 16 ANS ET PLUS. PUIS INSCRIVEZ TOUTES LES FEMMES DE 16 ANS ET PLUS, EN INSCRIVANT AUSSI LA PLUS JEUNE D'ABORD, PUIS LA SUIVANTE ET AINSI DE SUITE.

ASSUREZ-VOUS QUE TOUTES LES PERSONNES DE 16 ANS ET PLUS DE CE FOYER ONT BIEN ETE INSCRITES PUIS INTERVIEWEZ LA PERSONNE DONT LE NOM EST INSCRIT SUR LA PLUS BASSE LIGNE PORTANT UN 'X'.

Lorsque vous aurez rempli un quota, par exemple tout votre quota de femmes, vous n'inscrirez par la suite que les hommes de 16 ans et plus au foyer et vous choisirez votre répondant parmi les personnes inscrites. Si c'est le quota des hommes que vous complétez en premier, vous n'inscrirez alors que les femmes sur vos derniers questionnaires.

NOTE: SI TOUT QUOTA DE FEMMES EST REMPLI, N'INSCRIVEZ QUE LES HOMMES ET COCHEZ ICI ⟶ ☐ SI TOUT QUOTA D'HOMMES EST REMPLI, N'INSCRIVEZ QUE LES FEMMES ET COCHEZ ICI ⟶ ☐

NOM	AGE	CHOISISSEZ LE NOM INSCRIT SUR PLUS BASSE LIGNE PORTANT UN 'X'
1.		X 1.
2.		2.
3.		3.
4.		4.
5.		5.
6.		6.

For Office Use Only
Bin No. 2
TB/CT.REG. 825042-3

SEXE DU REPONDANT: 1 HOMME 2 FEMME

DEBUT DE L'INTERVIEW: _____ a.m. p.m.

SECTION SUR LA SÉCURITÉ ROUTIÈRE

1. Avez-vous conduit une voiture, une fourgonnette ou une camionnette au cours des 30 derniers jours?

   1 Oui
   2 Non ——→ METTEZ FIN À L'INTERVIEW

2. Depuis combien de temps êtes-vous titulaire d'un permis de conduire?

   0 Moins de six mois ——→ METTEZ FIN À L'INTERVIEW

   _____ inscrivez le nombre d'années

3. Quel genre de véhicule conduisez-vous généralement pour votre usage personnel?

   1 Automobile
   2 Fourgonnette
   3 Camionnette
   4 Autre _____ (précisez)

4. Êtes-vous le propriétaire inscrit de ce véhicule?

   1 Oui
   2 Non

5. Le véhicule était-il neuf quand vous l'avez acheté (il n'avait pas encore eu de propriétaire) ou s'agissait-il d'un véhicule d'occasion?

   1 Neuf
   2 D'occasion
   9 Ne sait pas

SI "NEUF", DEMANDEZ:

6. Avez-vous acheté votre véhicule au cours des deux dernières années?

   1 Oui
   2 Non
   3 En location-bail
   9 Ne sait pas

7. Est-ce que vous-même ou un membre de votre foyer avez l'intention d'acheter une voiture, une fourgonnette ou une camionnette au cours des deux prochaines années?

   1 Oui
   2 Non ——→ PASSEZ À LA Q.9
   9 Ne sait pas

SI "OUI" À LA Q.7, DEMANDEZ:

8. Pensez-vous que ce sera un véhicule neuf (qui n'a pas encore eu de propriétaire) ou un véhicule d'occasion?

   1 Neuf
   2 D'occasion
   9 Ne sait pas

INTERVIEWER - VEUILLEZ DIRE AU RÉPONDANT: Tout au long de cette interview, quand le mot voiture ou automobile est utilisé, il inclut aussi les fourgonnettes ou camionnettes.

REMETTEZ AU RÉPONDANT LA CARTE "A" SUR LA SÉCURITÉ ROUTIÈRE

9. Je vais énumérer certains facteurs que les gens examinent souvent lorsqu'ils achètent une voiture. J'aimerais que vous indiquiez sur une échelle de 0 à 6 l'importance que chacun d'eux aurait pour vous si vous étiez en train de décider quel genre de voiture acheter. Si vous estimez qu'un facteur donné n'a aucune importance, donnez-lui le chiffre 0. Si vous êtes d'avis qu'il est très important, attribuez-lui la cote 6. Vous pouvez choisir n'importe quel nombre entre 0 et 6, selon celui qui correspond à votre opinion. Quelle importance ont... LISEZ CHAQUE FACTEUR UN À LA FOIS ET ENCERCLEZ UNE RÉPONSE POUR CHACUN.

	Aucune						Très grande	Sans opinion
Le nombre de places assises	0	1	2	3	4	5	6	7
Les frais d'entretien	0	1	2	3	4	5	6	7
Le confort	0	1	2	3	4	5	6	7
La consommation de carburant	0	1	2	3	4	5	6	7
Les dispositifs de sécurité	0	1	2	3	4	5	6	7
Le prix d'achat	0	1	2	3	4	5	6	7
L'apparence et le style	0	1	2	3	4	5	6	7
La qualité de la construction	0	1	2	3	4	5	6	7
Le rendement et la manoeuvrabilité	0	1	2	3	4	5	6	7

REPRENEZ LA CARTE "A"

10. Au chapitre de la sécurité, quelle est selon vous la qualité de la conception de la voiture que vous conduisez le plus souvent? Diriez-vous que celle-ci a été ... LISEZ LA LISTE DE 1 À 4.

1 Très bien conçue
2 Assez bien conçue
3 Pas aussi bien conçue que vous ne l'aimeriez
4 Très mal conçue
9 Ne sait pas

REMETTEZ AU RÉPONDANT LA CARTE "B" SUR LA SÉCURITÉ ROUTIÈRE

11. Voici une liste de dispositifs dont peuvent être équipées les voitures. Pourriez-vous m'indiquer ceux dont vous aimeriez disposer sur la prochaine voiture que vous achèterez? Veuillez me dire le numéro qui correspond au dispositif sur la carte. ENCERCLEZ TOUS LES DISPOSITIFS MENTIONNÉS.

Q.11		Q.12
01	Servo-freins	01
02	Freins anti-blocage (freins qui empêchent les roues de se bloquer)	02
03	Servo-direction	03
04	Régulateur de vitesse (pour assurer automatiquement une vitesse constante sans que le pied du conducteur touche l'accélérateur)	04
05	Baudriers pour la banquette arrière (semblables à ceux de la banquette avant)	05
06	Avertisseur sonore pour signaler que les phares sont allumés	06
07	Dégivreur de la lunette arrière	07
08	Essuie-glace pour la lunette arrière	08
09	Essuie-glace ayant plus de deux vitesses de balayage	09
10	Rétroviseur de droite	10
11	Indicateur de consommation de carburant (un appareil démontrant le taux de consommation d'essence)	11
12	Pneus dont les crevaisons se réparent d'elles-mêmes	12
13	Verrouillage électromagnétique des portières	13
14	Sièges couchettes	14
15	Sièges avant à réglage électrique	15
16	Ancrage de courroie d'attache sur la voiture (pour siège d'auto pour enfant)	16
17	Volant inclinable	17
18	Chauffe-bloc	18
19	Lumières defreinage supplémentaires à la hauteur des yeux et situées à l'arrière de la voiture	19
20	Appuis-tête ajustables pour la banquette arrière	20
99	Aucun de ces dispositifs	99

12. Et maintenant, pourriez-vous m'indiquer ceux dont est munie la voiture que vous conduisez habituellement? Veuillez me dire le numéro qui correspond au dispositif sur la carte. ENCERCLEZ CI-DESSUS TOUS LES DISPOSITIFS MENTIONNÉS.

REPRENEZ LA CARTE "B"

13. Pouvez-vous me décrire tout autre dispositif de sécurité que vous aimeriez acheter pour votre voiture s'il était sur le marché? NE LISEZ PAS LA LISTE. ENCERCLEZ TOUTES LES RÉPONSES.

1 Sacs gonflables (coussins, ballons)
2 Ceintures de sécurité automatiques
3 Allumage automatique des feux avant quand la voiture est en marche de jour ou de nuit
4 Système informatique (ordinateur) qui signale la présence d'un problème avec la voiture
5 Avertisseur sonore qui signale qu'il ne reste plus beaucoup d'essence/ que les clefs sont dans la voiture/qu'une portière est ouverte, etc.
6 Des portières renforcées comme protection en cas de collision
8 Autre _____ (précisez)
9 Aucun

14. Dans toutes les voitures vendues au Canada, les ceintures de sécurité que l'on doit attacher et détacher font partie de l'équipement standard. Mais les constructeurs de voitures ont aussi mis au point d'autres dispositifs de protection pour empêcher que le chauffeur et les passagers soient projetés dans le pare-brise ou sur le tableau de bord. Pouvez-vous me dire le nom de ces dispositifs de protection? NE LISEZ PAS LA LISTE. ENCERCLEZ TOUTES LES RÉPONSES.

1 Sacs gonflables (coussins/ballons)
2 Ceintures de sécurité automatiques
3 Autre _____ (précisez)
9 Ne sait pas

SI "1" (SACS GONFLABLES) N'EST PAS ENCERCLÉ À LA Q.14 OU À LA Q.13, DEMANDEZ:
15. Avez-vous déjà entendu parler des sacs gonflables?

1 Oui
2 Non
9 Ne sait pas

SI "2" (CEINTURES DE SÉCURITÉ AUTOMATIQUES) N'EST PAS ENCERCLÉ À LA Q.14 OU À LA Q.13, DEMANDEZ:
16. Avez-vous déjà entendu parler des ceintures de sécurité automatiques?

1 Oui
2 Non
9 Ne sait pas

MONTREZ LA PHOTO DE LA CEINTURE DE SÉCURITÉ AUTOMATIQUE

17. J'aimerais que vous regardiez cette photo et que vous lisiez les explications sur le fonctionnement de la ceinture de sécurité automatique.

INTERVIEWER: LAISSEZ AU RÉPONDANT LE TEMPS DE LIRE LES EXPLICATIONS ET ASSUREZ-VOUS QU'IL N'A PAS DE QUESTIONS À POSER.

REMETTEZ AU RÉPONDANT LA CARTE "C" SUR LA SÉCURITÉ ROUTIÈRE

J'aimerais maintenant savoir dans quelle mesure votre opinion est favorable ou défavorable aux ceintures de sécurité automatiques. Veuillez regarder cette carte et me dire le numéro de l'énoncé qui correspond le mieux à votre opinion. ENCERCLEZ UNE RÉPONSE SEULEMENT.

0 Très défavorable
1 Modérément défavorable
2 Légèrement défavorable
3 Moitié, moitié
4 Légèrement favorable
5 Modérément favorable
6 Très favorable
7 Sans opinion

REPRENEZ LA CARTE "C"

18. Si la prochaine voiture que vous achetez est munie de ceintures de sécurité automatiques comme équipement standard, dans quelle mesure vous-même ou quelqu'un de votre foyer, essaiera-t-il de débrancher ce système, afin d'éviter de les porter? Diriez-vous que ce serait très probable, quelque peu probable ou pas probable du tout? ENCERCLEZ UNE SEULE RÉPONSE.

1 Très probable
2 Quelque peu probable
3 Pas probable du tout
9 Ne sait pas

19. Le sac gonflable est un autre genre de protection automatique en cas d'accident. Voici une photo illustrant son fonctionnement. MONTREZ LA PHOTO DU SAC GONFLABLE. VEUILLEZ DONNER AU RÉPONDANT ASSEZ DE TEMPS POUR LIRE ET ASSUREZ-VOUS QU'IL N'A PAS DE QUESTIONS À POSER SUR LE FONCTIONNEMENT DU SAC GONFLABLE.

J'aimerais maintenant savoir dans quelle mesure votre opinion est favorable ou défavorable à ces sacs gonflables. Veuillez consulter cette carte (REMETTEZ AU RÉPONDANT LA CARTE "C" SUR LA SÉCURITÉ ROUTIÈRE) et me dire le numéro de l'énoncé qui correspond le mieux à votre opinion.

0 Très défavorable
1 Modérément défavorable
2 Légèrement défavorable
3 Moitié, moitié
4 Légèrement favorable
5 Modérément favorable
6 Très favorable
7 Sans opinion

REPRENEZ LA CARTE "C"

20. Si vous voyagiez dans une voiture équipée d'un système de sacs gonflables, dans quelle mesure est-il probable que vous utiliseriez aussi une ceinture de sécurité pour un supplément de protection? Diriez-vous que c'est ... LISEZ LA LISTE DE 1 À 3.

1 Très probable
2 Quelque peu probable
3 Pas probable du tout
9 Ne sait pas

21. Si au moment d'acheter une nouvelle voiture, vous deviez choisir un de ces trois dispositifs de sécurité obligatoires: des ceintures de sécurité que l'on doit attacher, comme on en voit dans presque toutes les voitures actuellement, des ceintures de sécurité automatiques ou des sacs gonflables, lequel choisiriez-vous? ENCERCLEZ UNE SEULE RÉPONSE.

1 Ceintures de sécurité que l'on doit attacher
2 Ceintures de sécurité automatiques
3 Sacs gonflables
9 Ne sait pas

22. D'après vous, quelle serait l'utilité des feux de jour par beau et mauvais temps? NE LISEZ PAS LA LISTE. ENCERCLEZ TOUTES LES RÉPONSES.

1 Rendre ma voiture plus visible pour les autres conducteurs
2 Augmenter mon acuité visuelle
3 Accroître la sécurité
4 Je n'ai jamais entendu parler de l'utilisation de feux de jour
5 Je ne vois pas l'utilité des feux de jour
8 Autre (précisez) _____
_____
9 Ne sait pas

REMETTEZ DE NOUVEAU LA CARTE "C" SUR LA SÉCURITÉ ROUTIÈRE AU RÉPONDANT

23. Un dispositif de sécurité envisagé actuellement pour les voitures neuves consiste en des feux avant supplémentaires qui s'allumeraient chaque fois que vous mettez la voiture en marche de jour ou de nuit et s'éteindraient quand vous arrêtez le moteur. Ce dispositif est conçu pour que la voiture soit visible pour les véhicules circulant dans les autres directions. La nuit, naturellement, il faudrait encore que les conducteurs allument leurs phares. J'aimerais savoir ce que vous pensez de ces feux supplémentaires. Veuillez me dire le numéro de l'énoncé sur la carte qui correspond le mieux à votre opinion.

0 Très défavorable
1 Modérément défavorable
2 Légèrement défavorable
3 Moitié, moitié
4 Légèrement favorable
5 Modérément favorable
6 Très favorable
7 Sans opinion

SI "0", "1" OU "2" EST ENCERCLÉ À LA Q.23, DEMANDEZ:

23a. Pourquoi dites-vous cela? NE LISEZ PAS LA LISTE. ENCERCLEZ TOUTES LES RÉPONSES.

1 Cela épuisera la batterie
2 Cela grillera les ampoules
3 Cela consommera plus de carburant/d'essence
4 L'éblouissement des feux me dérangera le jour
8 Autre _____ (précisez)
9 Ne sait pas

REPRENEZ LA CARTE "C"

REMETTEZ AU RÉPONDANT LA CARTE "D" SUR LA SÉCURITÉ ROUTIÈRE

24. Je vais vous lire une liste proposée de moyens différents d'accroître la sécurité routière. J'aimerais savoir quelle efficacité, à votre avis, aurait chacun d'eux pour sauver des vies. Si vous estimez qu'un moyen énuméré ne serait pas du tout efficace, choisissez le "0". Si vous êtes d'avis qu'il serait très efficace, optez pour le numéro 6. Vous pouvez choisir tout numéro entre 0 et 6, s'il correspond le mieux à votre opinion.
COMMENCEZ PAR L'ÉNONCÉ COCHÉ (✓) ET LISEZ CHACUN À TOUR DE RÔLE JUSQU'À CE QUE TOUS AIENT ÉTÉ MENTIONNÉS.

		Pas efficace du tout					Très efficace		Sans opinion
A	Accroître la difficulté des examens d'obtention du permis de conduire.	A0	A1	A2	A3	A4	A5	A6	A7
B	Intensifier l'application par la police des lois relatives à la conduite d'une voiture quand les facultés du chauffeur sont affaiblies.	B0	B1	B2	B3	B4	B5	B6	B7
C	Équiper la banquette arrière de baudriers, semblables aux ceintures de sécurité de la banquette avant.	C0	C1	C2	C3	C4	C5	C6	C7
D	Renforcer les portières et le toit pour protéger les conducteurs et leurs passagers en cas de collision.	D0	D1	D2	D3	D4	D5	D6	D7
E	Encourager la participation individuelle aux efforts collectifs pour réduire le nombre de conducteurs qui prennent le volant quand leurs facultés sont affaiblies.	E0	E1	E2	E3	E4	E5	E6	E7
F	Exiger que toutes les nouvelles voitures soient munies de feux supplémentaires qui s'allument automatiquement quand vous conduisez, de jour ou de nuit.	F0	F1	F2	F3	F4	F5	F6	F7
G	Porter à 21 ans l'âge auquel il est légalement permis de consommer de l'alcool.	G0	G1	G2	G3	G4	G5	G6	G7
H	Équiper les voitures de ceintures de sécurité qui sont actionnées automatiquement lorsqu'on s'assoit dans la voiture, de sorte qu'il n'est pas nécessaire de les boucler soi-même.	H0	H1	H2	H3	H4	H5	H6	H7
✓J	Intensifier l'application par la police de la loi sur le port de la ceinture de sécurité dans les provinces qui en ont adopté une.	J0	J1	J2	J3	J4	J5	J56	J7
K	Exiger que les gros camions soient équipés de garde-boue qui réduisent les projections d'eau et de boue.	K0	K1	K2	K3	K4	K5	K6	K7
L	Améliorer les freins pour que les roues ne se bloquent pas lorsqu'il faut s'arrêter brusquement.	L0	L1	L2	L3	L4	L5	L6	L7
M	Équiper les voitures de sacs gonflables qui protègent le corps des occupants en cas de collision frontale.	M0	M1	M2	M3	M4	M5	M6	M7
N	Équiper les voitures d'un dispositif qui les empêche de démarrer lorsque les facultés du conducteur sont affaiblies par l'alcool ou d'autres drogues.	N0	N1	N2	N3	N4	N5	N6	N7
P	Assurer un plus grand respect des limites de vitesse.	P0	P1	P2	P3	P4	P5	P6	P7
R	Exiger que tous les sièges des autobus scolaires soient équipés de ceintures de sécurité.	R0	R1	R2	R3	R4	R5	R6	R7
S	Porter à 18 ans l'âge légal de conduire un véhicule automobile.	S0	S1	S2	S3	S4	S5	S6	S7
T	Sensibiliser le public à la sécurité routière grâce à des campagnes d'information.	T0	T1	T2	T3	T4	T5	T6	T7
V	Fixer un taux d'alcoolémie légal plus strict pour les conducteurs de moins de 21 ans et le porter de point zéro huit (taux actuel) à point zéro cinq.	V0	V1	V2	V3	V4	V5	V6	V7

REPRENEZ LA CARTE D

PRÉSENTEZ LA CARTE "E" SUR LA SÉCURITÉ ROUTIÈRE AU RÉPONDANT

25. A votre avis, quels sont vos risques d'être blessé dans un accident de voiture au cours des 12 prochains mois, que l'accident soit causé par vous ou par quelqu'un d'autre? Dites-moi seulement un des numéros sur la carte.

1 Un sur cinq
2 Un sur dix
3 Un sur cent
4 Un sur mille
5 Un sur dix mille
6 Un sur cent mille
7 Un sur un million
8 Un sur dix millions
9 Ne sait pas

REPRENEZ LA CARTE "E"

26. Je vais vous lire une liste de facteurs qui peuvent accroître les risques de blessures lorsque vous conduisez une voiture.

REMETTEZ AU RÉPONDANT LA CARTE "F" SUR LA SÉCURITÉ ROUTIÈRE

J'aimerais qu'en utilisant l'échelle sur cette carte vous indiquiez à quel point vous estimez que chacun est dangereux. Si vous êtes d'avis qu'un facteur quelconque est extrêmement dangereux, choisissez le numéro 6. Si vous croyez qu'il n'est pas dangereux du tout, optez pour le "0". Vous pouvez choisir n'importe quel nombre entre 0 et 6, si c'est celui qui correspond le mieux à votre opinion.

LISEZ CHAQUE ÉNONCÉ À TOUR DE RÔLE ET ENCERCLEZ UNE RÉPONSE POUR CHACUN.

		Pas du tout		Un peu		Très		Extrêmement	Sans opinion
A	Conduire à la vitesse de 120 km/h (75 mi/h) dans une zone où la vitesse permise est de 100 km/h (62 mi/h)	A0	A1	A2	A3	A4	A5	A6	A7
B	Conduire pendant une tempête de neige	B0	B1	B2	B3	B4	B5	B6	B7
C	Conduire la nuit avec un seul phare allumé	C0	C1	C2	C3	C4	C5	C6	C7
D	Conduire quand ses facultés sont affaiblies c'est-à-dire avec un taux d'alcoolémie dépassant le taux légal de point zéro huit	D0	D1	D2	D3	D4	D5	D6	D7
E	Être assis sur la banquette arrière sans porter sa ceinture de sécurité	E0	E1	E2	E3	E4	E5	E6	E7
F	Conduire une petite voiture	F0	F1	F2	F3	F4	F5	F6	F7
G	Conduire lorsque la lunette arrière est embuée	G0	G1	G2	G3	G4	G5	G6	G7
H	Conduire ou se déplacer en voiture, assis sur la banquette avant, sans porter sa ceinture de sécurité	H0	H1	H2	H3	H4	H5	H6	H7
J	Conduire la tête appuyée sur un appui-tête mal ajusté	J0	J1	J2	J3	J4	J5	J6	J7
K	Conduire avec de jeunes enfants qui ne portent pas leur ceinture de sécurité et n'ont pas été placés dans un siège d'auto pour enfant	K0	K1	K2	K3	K4	K5	K6	K7

REPRENEZ LA CARTE "F"

27. Je vais maintenant vous demander d'imaginer qu'il n'y a pas de limites de vitesse sur les autoroutes à plusieurs voies et les voies express du Canada. A quelle vitesse rouleriez-vous quand les conditions atmosphériques sont parfaites et qu'il n'y a pas beaucoup de circulation sur la route?

_____ kilomètres à l'heure

OU

_____ milles à l'heure

REMETTEZ AU RÉPONDANT LA CARTE "G" SUR LA SÉCURITÉ ROUTIÈRE

28. Veuillez consulter cette carte et me dire comment vous évaluez votre façon de conduire sur une échelle de 0 à 6. Dites-moi simplement le numéro correspondant.

0 Pas prudent du tout
1
2
3 Modérément prudent
4
5
6 Extrêmement prudent
9 Sans opinion

REPRENEZ LA CARTE "G"

29. Je vais maintenant mentionner quelques habitudes des gens au volant, en général. J'aimerais savoir à quelle fréquence vous agissez ainsi quand vous conduisez. À mesure que je les lis, veuillez me dire si vous agissez ainsi la plupart du temps, quelquefois, rarement ou jamais. LISEZ LES ÉNONCÉS SUR LA LISTE UN À LA FOIS ET ENCERCLEZ UNE RÉPONSE POUR CHACUN.

	La plupart du temps	Quelque-fois	Rarement	Jamais	Ne sait pas
Passer au feu jaune	1	2	3	4	9
Dépasser à une intersection	1	2	3	4	9
Suivre de trop près	1	2	3	4	9
Changer de voie brusquement	1	2	3	4	9

30. Comparativement aux autres conducteurs, conduisez-vous généralement... LISEZ LA LISTE DE 1 À 5.

1 Beaucoup plus vite que les autres
2 Un peu plus vite que les autres
3 À-peu-près à la même vitesse que les autres
4 Un peu plus lentement que les autres
5 Beaucoup plus lentement que les autres
9 Sans opinion

31. Au total, sur quelle distance estimez-vous que vous avez conduit une voiture, une fourgonnette ou une camionnette au cours des 12 derniers mois? INSCRIVEZ EN KILOMÈTRES OU EN MILLES SELON LA RÉPONSE DU RÉPONDANT.

_____ kilomètres _____ milles

32. Sur les 10 derniers déplacements que vous avez effectués en voiture, combien de fois environ avez-vous porté votre ceinture de sécurité?

_____ nombre de fois 99 Ne sait pas

REMETTEZ AU RÉPONDANT LA CARTE "H" SUR LA SÉCURITÉ ROUTIÈRE

H1. Je vais maintenant vous énumérer un certain nombre d'équipements facultatifs ("options") pour les automobiles et les camionnettes. Certains sont déjà offerts aux automobilistes alors que d'autres sont nouveaux et pas encore sur le marché.

À mesure que je les mentionne, veuillez me dire, à l'aide de cette carte, combien vous seriez prêt à payer, le cas échéant, pour cet équipement.

COMMENCEZ PAR LE DISPOSITIF COCHÉ (✓) ET LISEZ CHACUN JUSQU'À CE QU'ILS AIENT TOUS ÉTÉ MENTIONNÉS.

		Jusqu'à 1 000$	Jusqu'à 500$	Jusqu'à 200$	Jusqu'à 100$	Jusqu'à 50$	La choisirait s'il ne coûtait rien	Ne le choisirait jamais	Ne sait pas
A	Rétroviseur du côté droit.	A1	A2	A3	A4	A5	A6	A7	A9
B	Haubriers pour la banquette arrière, semblables à ceux de la banquette avant.	B1	B2	B3	B4	B5	B6	B7	B9
C	Ceintures de sécurité qui sont actionnées automatiquement lorsqu'on s'assoit dans l'automobile, de sorte qu'il n'est pas nécessaire de les boucler.	C1	C2	C3	C4	C5	C6	C7	C9
D	Feux avant supplémentaires qui s'allument automatiquement quand la voiture est en marche de jour ou de nuit.	D1	D2	D3	D4	D5	D6	D7	D9
E	Avertisseurs qui signalent la présence d'un problème avec la voiture.	E1	E2	E3	E4	E5	E6	E7	E9
F	Freins qui empêchent les roues de se bloquer lorsqu'il faut s'arrêter brusquement.	F1	F2	F3	F4	F5	F6	F7	F9
G	Système de désembuage/dégivrage des vitres qui produit son effet plus rapidement.	G1	G2	G3	G4	G5	G6	G7	G9
H	Sacs gonflables qui protègent le corps en cas de collision frontale.	H1	H2	H3	H4	H5	H6	H7	H9
J	Dispositif permettant au conducteur de savoir si ses facultés sont affaiblies par l'alcool ou d'autres drogues.	J1	J2	J3	J4	J5	J6	J7	J9
K	Régulateur de vitesse assurant automatiquement une vitesse constante sans que le pied du conducteur touche l'accélérateur.	K1	K2	K3	K4	K5	K6	K7	K9
L	Appareil de radio AM/FM.	L1	L2	L3	L4	L5	L6	L7	L9
M	Dispositif empêchant le démarrage de la voiture si les facultés du conducteur sont affaiblies par l'alcool ou d'autres drogues.	M1	M2	M3	M4	M5	M6	M7	M9
N	Climatiseur.	N1	N2	N3	N4	N5	N6	N7	N9

REPRENEZ LA CARTE "H"

34. Quelle serait votre réaction si le gouvernement fédéral exigeait que les constructeurs d'automobiles équipent les voitures neuves de ceintures de sécurité automotiques plutôt que des ceintures de sécurité actuelles qui se bouclent manuellement? À l'aide de cette carte (REMETTEZ DE NOUVEAU AU RÉPONDANT LA CARTE "C" SUR LA SÉCURITÉ ROUTIÈRE) veuillez me dire quel numéro correspond le mieux à votre opinion.

0 Très défavorable
1 Modérément défavorable
2 Légèrement défavorable
3 Moitié, moitié
4 Légèrement favorable
5 Modérément favorable
6 Très favorable
7 Sans opinion

REPRENEZ LA CARTE "C"

35. Quelle est l'année de modèle de la voiture que vous conduisez généralement?

_____ Inscrivez l'année seulement

9 Ne sait pas

36. Le fabricant de cette voiture est-il.... LISEZ LA LISTE DE 1 À 4.

1 Nord américain
2 Japonnais
3 Européen
4 Autre _____ (précisez)

9 Ne sait pas

37. Quelles dimensions a la voiture?

1 Taille standard
2 Taille intermédiaire
3 Compacte
4 Sous-compacte
5 Fourgonnette/Camionnette
9 Ne sait pas

38. Au cours des 3 dernières années, combien de contraventions avez-vous reçues (sauf pour stationnement illégal)?

_____ Nombre de contraventions

99 Refus/Ne sait pas

39. Au cours des 3 dernières années, combien d'accidents de la route avez-vous subis?

_____ Nombre d'accidents

98 N'a pas eu d'accidents au cours des trois dernières années → PASSEZ À LA Q.41

99 Refus/Ne sait pas

SI LE RÉPONDANT A EU DES ACCIDENTS DE LA ROUTE, DEMANDEZ:

40. De combien de ces accidents étiez-vous partiellement ou entièrement responsable?

_____ Nombre d'accidents dont le répondant était responsable

98 Aucun
99 Refus

41. Depuis 30 jours, combien de fois (le cas échéant) avez-vous conduit même si vous pensiez que vos facultés étaient affaiblies, selon la loi, c'est-à-dire que vous pensiez avoir un taux d'alcoolémie dépassant la limite légale de point zéro huit?

_____ Nombre de fois

98 Aucun
99 Refus

Pour terminer, nous aimerions obtenir quelques renseignements au sujet de votre foyer afin de classifier nos données. Ces renseignements ne servent qu'aux fins de statistiques et sont traités de façon strictement confidentielle.

42. Dans quel groupe d'âge vous situez-vous? LISEZ LA LISTE.

1 16 - 19
2 20 - 24
3 25 - 29
4 30 - 34
5 35 - 39
6 40 - 44
7 45 - 49
8 50 - 54
9 55 - 64
0 65 ans et plus

43. Quel est le plus haut degré de scolarité que vous ayez atteint? LISEZ LA LISTE.

1 N'a pas fréquenté l'école
2 Cours élémentaire en partie
3 Cours élémentaire complété
4 Cours secondaire/collégial en partie
5 Cours secondaire/collégial complété
6 Université en partie
7 Université complétée
8 Maîtrise ou doctorat

44. Quelle langue est parlée le plus souvent à la maison? ENCERCLEZ UNE SEULE RÉPONSE.

1 Anglais
2 Français
3 Autre _____ (précisez)

45. Êtes-vous... LISEZ LA LISTE.

1 Célibataire (jamais marié)
2 Marié(e) (y compris union consensuelle (common law))
3 Veuf/veuve
4 Divorcé(e)
5 Séparé(e)

46. Êtes-vous actuellement... LISEZ LA LISTE.

1 Employé à plein temps
2 Employé à temps partiel
3 À votre compte à plein temps
4 À votre compte à temps partiel
5 En chômage
6 À la retraite
7 Étudiant
8 Ménagère

47. Vous y compris, combien de membres de votre foyer de 16 ans et plus habitent ici?

1 2 3 4 5 6 7 8 9 10 ou plus

48. Combien y a-t-il de personnes de moins de 16 ans dans votre foyer?

0 1 2 3 4 5 6 ou plus

REMETTEZ LA CARTE DES REVENUS AU RÉPONDANT

49. Dans quelle grande catégorie se situe le revenu total du foyer - c'est-à-dire le revenu total avant impôts de toutes les personnes du foyer? Dites-moi uniquement le chiffre d'après cette carte.

01	Moins de 5 000$
02	5 000$ - 6 999$
03	7 000$ - 9 999$
04	10 000$ - 14 999$
05	15 000$ - 19 999$
06	20 000$ - 24 999$
07	25 000$ - 29 999$
08	30 000$ - 34 999$
09	35 000$ - 39 999$
10	40 000$ - 44 999$
11	45 000$ - 49 999$
12	50 000$ - 59 999$
13	60 000$ - 69 999$
14	70 000$ - 79 999$
15	80 000$ et plus
99	Refus

REPRENEZ LA CARTE DES REVENUS

INTERVIEWER: INSCRIVEZ SANS DEMANDER:

50. Sexe: 1 Masculin
2 Féminin

51. Taille de la localité/ville

1 2 3 4 5 6 7 8

(Encerclez le chiffre inscrit sur vos directives)

52. Province:
1 Ile-du-Prince Édouard
2 Terre-Neuve
3 Nouvelle-Écosse
4 Nouveau-Brunswick
5 Québec
6 Ontario
7 Manitoba
8 Saskatchewan
9 Alberta
10 Colombie-Britannique

DEMANDEZ À TOUS

Pourrais-je avoir vos nom, adresse et numéro de téléphone? INSCRIVEZ CI-DESSOUS, LISIBLEMENT ET EN MAJUSCULES.

NOM DU RÉPONDANT: _____

ADRESSE DU RÉPONDANT: _____

VILLE: _____ PROVINCE: _____

NO DE TÉLÉPHONE: _____

DATE: Jour _____ Mois _____ Année _____

NOM DE L'INTERVIEWER: _____

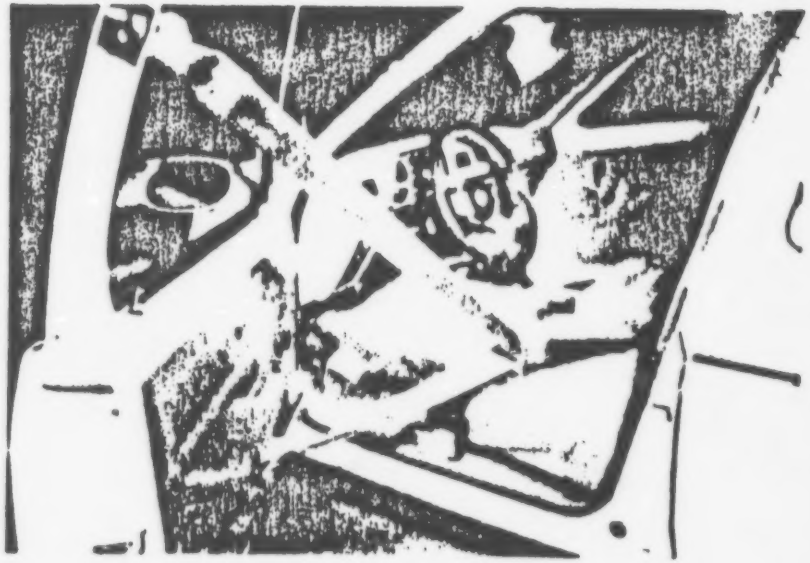
VILLE: _____ PROVINCE: _____

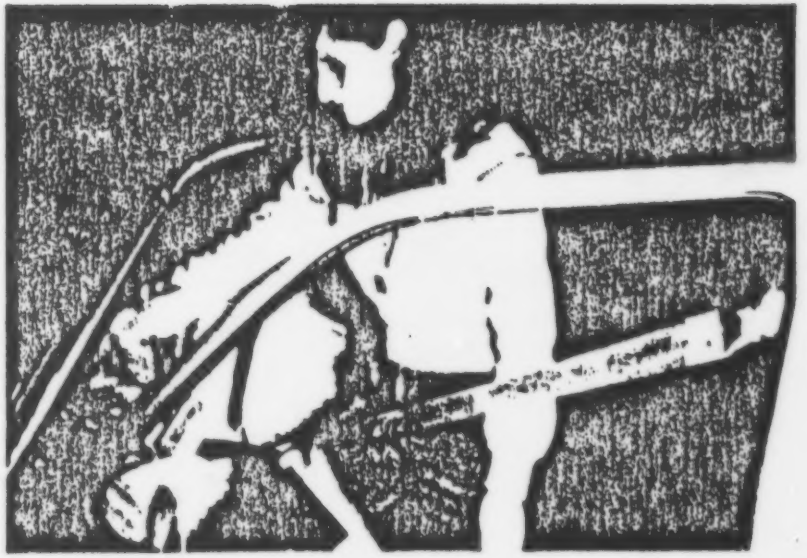
HEURE À LA FIN DE L'INTERVIEW: _____ am/pm DURÉE DE L'INTERVIEW: _____ minutes

APPENDIX B

Descriptions of Automatic Seat Belts and Air Bags

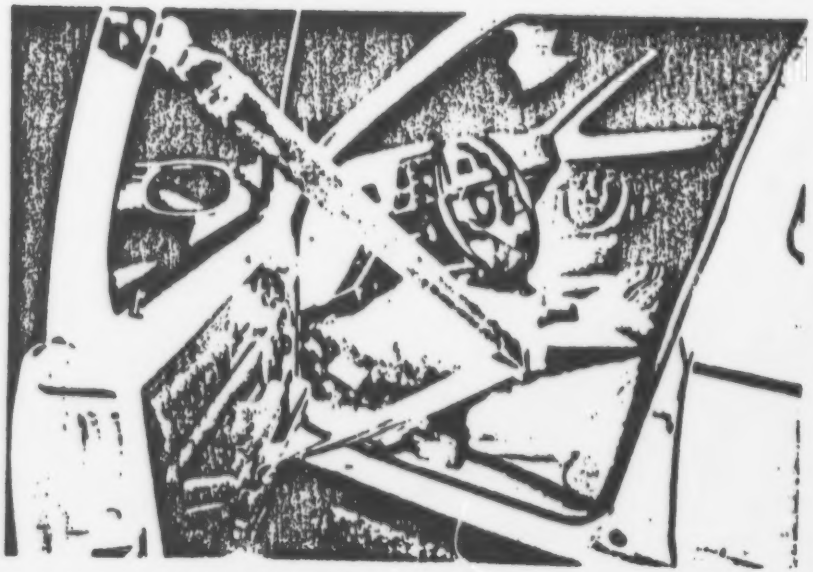
HOW AN AUTOMATIC SEAT BELT WORKS

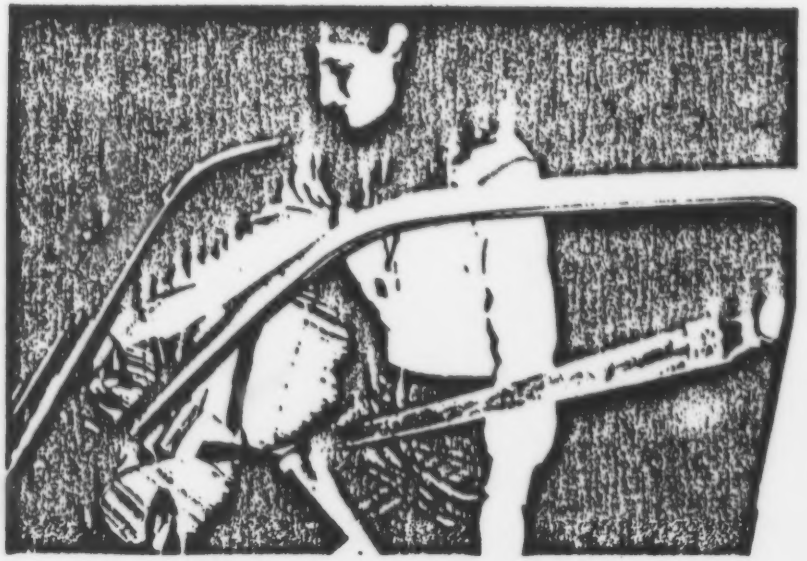




AN AUTOMATIC SEAT BELT IS A LAP AND/OR SHOULDER BELT ATTACHED TO THE FRONT DOOR SO THAT WHEN THE DRIVER AND FRONT SEAT PASSENGER SIT DOWN AND CLOSE THE DOOR, THE SEAT BELT WILL AUTOMATICALLY FASTEN AROUND THEM SO THAT THEY NEED NOT BUCKLE.

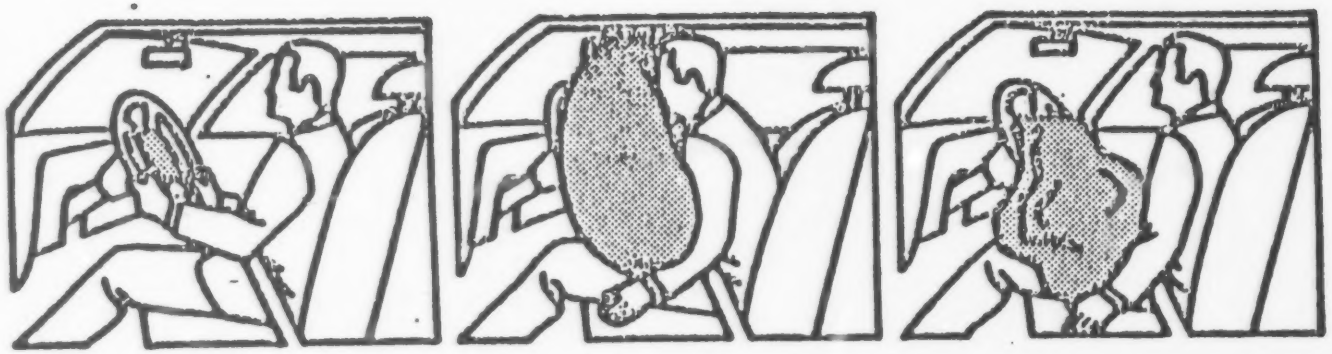
FONCTIONNEMENT D'UNE CEINTURE DE SECURITE AUTOMATIQUE





UNE CEINTURE DE SECURITE AUTOMATIQUE EST UNE CEINTURE VENTRALE ET/OU QUI SE GLISSE AUTOUR DES EPAULES (CEINTURE TROIS POINTS) ET DONT UNE EXTREMITE EST FIXEE A LA PORTE AVANT. QUAND LE CONDUCTEUR ET LE PASSAGER DE LA BANQUETTE AVANT SONT ENTRES ET ONT REFERME LA PORTE, LA CEINTURE S'ATTACHE AUTOMATIQUEMENT AUTOUR D'EUX. ILS N'ONT DONC PAS A L'ATTACHER EUX-MEMES.

HOW AN AIR BAG WORKS



AN AIR BAG IS A DEVICE WHICH IS PLACED IN THE DASHBOARD AND STEERING WHEEL OF A CAR. IF A CAR IS INVOLVED IN A FRONT-END COLLISION, THE AIR BAG AUTOMATICALLY INFLATES TO PROTECT THE DRIVER AND PASSENGERS FROM HITTING THE WINDSHIELD OR DASHBOARD.

FONCTIONNEMENT DU SAC GONFLABLE

UN SAC GONFLABLE EST UN DISPOSITIF INCORPORE AU TABLEAU DE BORD ET AU VOLANT DE LA VOITURE. LORS D'UNE COLLISION FRONTALE, LE SAC GONFLABLE SE GONFLE AUTOMATIQUEMENT, CE QUI ASSURE LA PROTECTION DU CONDUCTEUR ET DES PASSAGERS EN EMPECHANT QU'ILS SOIENT PROJETES SUR LE PARE-BRISE OU LE TABLEAU DE BORD.

APPENDIX C

Characteristics of Unweighted Sample of Respondents

APPENDIX C

CHARACTERISTICS OF SURVEY SAMPLE

Variable	Category	Frequency	Percent (Unweighted)
Age	16-19	77	3.5
	20-24	216	9.8
	25-29	318	14.4
	30-34	305	13.8
	35-39	275	12.5
	40-44	179	8.1
	45-49	126	5.7
	50-54	160	7.2
	55-64	259	11.7
	65+	292	13.3
Sex	Male	1221	55.3
	Female	986	44.7
Education	None	6	0.3
	Some public school	159	7.2
	Completed public school	215	9.7
	Some high school	509	23.1
	Completed high school	606	27.5
	Some post-secondary	325	14.7
	Completed post-secondary	336	15.2
	Post graduate	46	2.1
	Refused	5	0.2
Marital Status	Single	376	17.0
	Married	1601	72.5
	Widowed	96	4.3
	Divorced	73	3.3
	Separated	61	2.8
Employment	Full time	897	40.6
	Part-time	227	10.3
	Self-employed full time	116	5.3
	Self-employed part-time	54	2.4
	Unemployed	187	8.5
	Retired	325	14.7
	Student	91	4.1
	Housewife	310	14.0

CHARACTERISTICS OF SURVEY SAMPLE (continued)

Variable	Category	Frequency	Percent (Unweighted)
Income	Under $5000	18	0.8
	$5000-6999	36	1.6
	$7000-9999	89	4.0
	$10,000-14,999	183	8.3
	$15,000-19,999	187	8.5
	$20,000-24,999	188	8.5
	$25,000-29,999	196	8.9
	$30,000-34,999	213	9.7
	$35,000-39,999	165	7.5
	$40,000-44,999	134	6.1
	$45,000-49,999	106	4.8
	$50,000-59,999	137	6.2
	$60,000-69,999	90	4.1
	$70,000-79,999	39	1.8
	$80,000 and over	49	2.2
	Refused	377	17.1
Community size	Rural	477	21.6
	1,000-9,999	211	9.6
	10,000-29,999	152	6.9
	30,000-99,999	302	13.7
	100,000-499,999	344	15.6
	500,000-999,999	280	12.7
	1,000,000 and over	441	20.0
Years licensed	6 months-1 year	55	2.5
	2-5	214	9.7
	6-10	348	15.8
	11-20	718	32.6
	21-30	356	16.2
	31-40	264	12.0
	41+	246	11.2
Distance travelled last year (kms)	1,000	152	7.2
	1,001-5,000	426	20.1
	5,001-10,000	398	18.7
	10,001-20,000	630	29.7
	20,001-30,000	247	11.6
	30,000+	270	12.7

CHARACTERISTICS OF SURVEY SAMPLE (continued)

Variable	Category	Frequency	Percent (Unweighted)
Seat Belt Use	0	326	14.8
	1	48	2.2
	2	51	2.3
	3	29	1.3
	4	20	0.9
	5	82	3.7
	6	39	1.8
	7	37	1.7
	8	83	3.8
	9	63	2.9
	10	1408	63.8
	Don't know	21	1.0
Vehicle owner	Yes	1553	70.4
	No	654	29.6
Vehicle purchased new or used	New	1117	50.6
	Used	1077	48.8
New vehicle purchased in last 2 years	Yes	514	23.3
	No	579	26.2
	Not applicable	1114	50.5
Year of vehicle usually driven	1977 or earlier	501	22.8
	1978	193	8.8
	1979	210	9.6
	1980	224	10.2
	1981	201	9.2
	1982	145	6.6
	1983	156	7.1
	1984	227	10.3
	1985	239	10.9
	1986	99	4.5
Vehicle manufacturer	North America	1821	83.2
	Japanese	243	11.1
	European	95	4.3
	Other	30	1.4
Vehicle size	Full size	708	32.2
	Intermediate	616	28.1
	Compact	463	21.1
	Subcompact	112	5.0
	Van/light truck	291	13.3

CHARACTERISTICS OF SURVEY SAMPLE (continued)

Variable	Category	Frequency	Percent (Unweighted)
Intend to buy vehicle in next 2 years	Yes	754	34.2
	No	1197	54.2
	Don't know	256	11.6
Intend to buy new or used vehicle	New	418	18.9
	Used	286	13.0
	Not applicable/	1503	68.1

APPENDIX D

Importance of Optional Vehicle Features: Tables by Sex, Age and Education

APPENDIX D

Table D.1 - Importance of Faster Defogger/Defroster by Sex

Importance of Faster Defogger/Defroster	Sex	
	Male	Female
Willing to pay more than $100	15.9[a]	18.2
Willing to pay $100 or less	49.9	46.3
Choose if no cost	29.5	31.3
Never choose	4.7	4.3

a. Percent

X^2 (3) = 3.87 not significant

Table D.2 - Importance of Faster Defogger/Defroster by Age

Importance of Faster Defogger/Defroster	Age		
	16-24	25-49	50+
Willing to pay more than $100	23.7	18.7	11.0
Willing to pay $100 or less	49.1	50.7	43.8
Choose if no cost	23.4	27.0	39.0
Never choose	3.8	3.6	6.3

a. Percent

X^2 (6) = 61.51, $p < .001$

Table D.3 - Importance of Faster Defogger/Defroster by Educational Level

Importance of Faster Defogger/Defroster	Education			
	Public School	Some High School	Completed High School	Post Secondary
Willing to pay more than $100	10.6[a]	19.2	18.3	17.3
Willing to pay $100 or less	44.4	43.8	54.8	48.2
Choose if no cost	38.5	30.8	23.5	31.3
Never choose	6.5	6.2	3.4	3.2

a. Percent

X^2 (9) = 47.90, $p < .001$

Table D.4 - Importance of Anti-lock Brakes by Sex

Importance of Anti-lock Brakes	Sex	
	Male	Female
Willing to pay more than $100	38.4[a]	35.6
Willing to pay $100 or less	30.3	34.8
Choose if no cost	24.7	25.5
Never choose	7.0	4.1

a. Percent

X^2 (3) = 12.63, not significant

Table D.5 - Importance of Anti-lock Brakes by Age

Importance of Anti-lock Brakes	Age		
	16-24	25-49	50+
Willing to pay more than $100	50.5[a]	39.5	27.4
Willing to pay $100 or less	28.2	32.2	34.1
Choose if no cost	16.0	23.4	31.3
Never choose	5.2	4.9	7.3

a. Percent

X^2 (6) = 60.41, $p < .001$

Table D.6 - Importance of Anti-lock Brakes by Educational Level

Importance of Anti-lock Brakes	Education			
	Public School	Some High School	Completed High School	Post Secondary
Willing to pay more than $100	24.6[a]	36.1	39.9	42.1
Willing to pay $100 or less	29.1	29.2	34.0	34.6
Choose if no cost	36.1	27.1	21.8	20.2
Never choose	10.1	7.6	4.4	3.1

a. Percent

X^2 (9) = 77.46, $p < .001$

Table D.7 - Importance of Right Side Mirror by Sex

Importance of Right Side Mirror	Sex	
	Male	Female
Willing to pay more than $100	2.5[a]	4.5
Willing to pay $100 or less	57.3	48.0
Choose if no cost	34.7	40.9
Never choose	5.5	6.6

a. Percent

X^2 (3) = 21.45, $p < .001$

Table D.8 - Importance of Right Side Mirror by Age

Importance of Right Side Mirror	Age		
	16-24	25-49	50+
Willing to pay more than $100	6.9[a]	3.0	2.6
Willing to pay $100 or less	51.7	54.5	51.4
Choose if no cost	37 8	37.4	37.3
Never choose	3.5	5.0	8.7

a. Percent

X^2 (6) = 26.6, $p < .001$

Table D.9 - Importance of Right Side Mirror by Educational Level

Importance of Right Side Mirror	Education			
	Public School	Some High School	Completed High School	Post Secondary
Willing to pay more than $100	2.2[a]	4.0	3.9	3.0
Willing to pay $100 or less	51.0	53.2	53.8	53.6
Choose if no cost	41.0	37.5	36.6	36.5
Never choose	5.8	5.2	5.7	6.9

a. Percent

X^2 (9) = 6.22, not significant

Table D.10 - Importance of Daytime Running Lights by Sex

Importance of Daytime Running Lights	Sex	
	Male	Female
Willing to pay more than $100	9.6[a]	16.1
Willing to pay $100 or less	36.8	33.8
Choose if no cost	32.3	33.1
Never choose	21.3	16.9

a. Percent

X^2 (3) = 25.05, $p < .001$

Table D.11 - Importance of Daytime Running Lights by Age

Importance of Daytime Running Lights	Age		
	16-24	25-49	50+
Willing to pay more than $100	17.5[a]	13.5	8.8
Willing to pay $100 or less	36.6	37.0	32.5
Choose if no cost	30 8	33.2	32.6
Never choose	15.1	16.4	26.1

a. Percent

X^2 (6) = 42.08 $p < .001$

Table D.12 - Importance of Daytime Running Lights by Educational Level

Importance of Daytime Running Lights	Education: Public School	Some High School	Completed High School	Post Secondary
Willing to pay more than $100	9.1[a]	13.0	13.9	12.5
Willing to pay $100 or less	31.4	34.1	34.5	39.8
Choose if no cost	33.5	30.7	32.1	33.9
Never choose	26.0	22.2	19.5	13.8

a. Percent

X^2 (9) = 33.05, $p < .001$

Table D.13 - Importance of Alcohol Interlock by Sex

Importance of Alcohol Interlock	Sex	
	Male	Female
Willing to pay more than $100	21.7[a]	26.4
Willing to pay $100 or less	17.1	15.5
Choose if no cost	30.2	29.8
Never choose	31.0	28.2

a. Percent

X^2 (3) = 7.22, not significant

Table D.14 - Importance of Alcohol Interlock by Age

Importance of Alcohol Interlock	Age		
	16-24	25-49	50+
Willing to pay more than $100	27.5[a]	26.6	17.6
Willing to pay $100 or less	19.7	17.2	13.5
Choose if no cost	27 5	31.2	29.1
Never choose	25.4	25.0	39.7

a. Percent

X^2 (6) = 57.17, $p < .001$

Table D.15 - Importance of Alcohol Interlock by Educational Level

Importance of Alcohol Interlock	Education: Public School	Some High School	Completed High School	Post Secondary
Willing to pay more than $100	18.6[a]	26.9	27.6	21.0
Willing to pay $100 or less	18.1	14.6	17.2	16.2
Choose if no cost	29.6	30.4	27.9	32.0
Never choose	33.7	28.1	27.3	30.9

a. Percent

X^2 (9) = 19.57, not significant

Table D.16 - Importance of Impaired Driver Warning Device by Sex

Importance of Impaired Driver Warning Device	Sex	
	Male	Female
Willing to pay more than $100	17.6[a]	21.4
Willing to pay $100 or less	18.9	15.9
Choose if no cost	32.3	33.4
Never choose	31.1	29.3

a. Percent

X^2 (3) = 7.42, not significant

Table D.17 - Importance of Impaired Driver Warning Device by Age

Importance of Impaired Driver Warning Device	Age		
	16-24	25-49	50+
Willing to pay more than $100	26.4[a]	21.9	11.8
Willing to pay $100 or less	22.6	18.8	13.4
Choose if no cost	28.8	33.9	32.5
Never choose	22.2	25.3	42.2

a. Percent

X^2 (6) = 93.39, $p < .001$

Table D.18 - Importance of Impaired Driver Warning Device by Educational Level

Importance of Impaired Driver Warning Device	Education: Public School	Some High School	Completed High School	Post Secondary
Willing to pay more than $100	13.9[a]	22.4	21.2	18.1
Willing to pay $100 or less	17.2	16.6	21.9	15.1
Choose if no cost	31.9	32.3	28.6	37.2
Never choose	37.1	28.7	28.3	32.6

a. Percent

X^2 (9) = 32.73, $p < .001$

Table D.19 - Importance of Air Bags by Sex

Importance of Air Bags	Sex	
	Male	Female
Willing to pay more than $100	34.2[a]	34.1
Willing to pay $100 or less	20.7	26.9
Choose if no cost	23.7	25.2
Never choose	21.4	13.7

a. Percent

X^2 (3) = 26.25, $p < .001$

Table D.20 - Importance of Air Bags by Age

Importance of Air Bags	Age		
	16-24	25-49	50+
Willing to pay more than $100	42.8[a]	39.1	21.9
Willing to pay $100 or less	21.4	24.2	23.2
Choose if no cost	19 7	22.8	29.2
Never choose	16.2	13.9	25.8

a. Percent

X^2 (6) = 39.48, $p < .001$

Table D.21 - Importance of Air Bags by Educational Level

Importance of Air Bags	Education			
	Public School	Some High School	Completed High School	Post Secondary
Willing to pay more than $100	19.6[a]	34.2	37.8	38.4
Willing to pay $100 or less	21.8	21.8	24.4	24.9
Choose if no cost	31.7	27.8	21.4	20.9
Never choose	26.9	16.3	16.4	15.8

a. Percent

X^2 (9) = 64.49, p <.001

Table D.22 - Importance of Shoulder Belts in Rear Seat by Sex

Importance of Shoulder Belts in Rear Seat	Sex	
	Male	Female
Willing to pay more than $100	9.1[a]	15.4
Willing to pay $100 or less	33.2	34.6
Choose if no cost	38.6	36.9
Never choose	19.1	13.2

a. Percent

X^2 (3) = 29.39, $p < .001$

Table D.23 - Importance of Shoulder Belts in Rear Seat by Age

Importance of Shoulder Belts in Rear Seat	Age		
	16-24	25-49	50+
Willing to pay more than $100	14.2[a]	14.9	5.8
Willing to pay $100 or less	31.1	35.8	31.6
Choose if no cost	39.1	36.6	39.3
Never choose	15.6	12.7	23.2

a. Percent

X^2 (6) = 64.09, $p < .001$

Table D.24 - Importance of Shoulder Belts in Rear Seat by Education Level

Importance of Shoulder Belts in Rear Seat	Education			
	Public School	Some High School	Completed High School	Post Secondary
Willing to pay more than $100	5.5[a]	10.2	16.2	12.6
Willing to pay $100 or less	23.5	28.7	37.4	37.1
Choose if no cost	38.0	42.1	34.6	37.6
Never choose	28.0	19.0	11.8	12.7

a. Percent

X^2 (9) = 83.21, $p < .001$

Table D.25 - Importance of Automatic Seat Belts by Sex

Importance of Automatic Seat Belts	Sex	
	Male	Female
Willing to pay more than $100	10.4[a]	17.0
Willing to pay $100 or less	19.0	21.4
Choose if no cost	28.1	28.6
Never choose	42.5	32.9

a. Percent

X^2 (3) = 31.12, $p < .001$

Table D.26 - Importance of Automatic Seat Belts by Age

Importance of Automatic Seat Belts	Age		
	16-24	25-49	50+
Willing to pay more than $100	14.2[a]	15.2	10.0
Willing to pay $100 or less	20.4	19.9	20.1
Choose if no cost	26.0	27.7	30.6
Never choose	39.4	37.2	39.4

a. Percent

X^2 (6) = 11.56, not significant

Table D.27 - Importance of Automatic Seat Belts by Educational Level

Importance of Automatic Seat Belts	Education: Public School	Some High School	Completed High School	Post Secondary
Willing to pay more than $100	8.8[a]	14.0	15.7	13.2
Willing to pay $100 or less	18.2	17.6	22.0	21.1
Choose if no cost	29.8	27.4	26.2	30.2
Never choose	43.3	41.0	36.1	35.5

a. Percent

X^2 (9) = 19.20, not significant

Table D.28 - Importance of Warning Indicators by Sex

Importance of Warning Indicators	Sex	
	Male	Female
Willing to pay more than $100	24.8[a]	31.9
Willing to pay $100 or less	42.0	44.8
Choose if no cost	26.3	19.9
Never choose	6.8	3.4

a. Percent

X^2 (3) = 31.66, $p < .001$

Table D.29 - Importance of Warning Indicators by Age

Importance of Warning Indicators	Age		
	16-24	25-49	50+
Willing to pay more than $100	38.6[a]	30.4	19.4
Willing to pay $100 or less	41.4	43.9	43.1
Choose if no cost	17.2	21.3	29.6
Never choose	2.8	4.4	7.9

a. Percent

X^2 (6) = 65.62, $p < .001$

Table D.30 - Importance of Warning Indicators by Educational Level

Importance of Warning Indicators	Education			
	Public School	Some High School	Completed High School	Post Secondary
Willing to pay more than $100	27.6[a]	27.0	29.8	27.1
Willing to pay $100 or less	40.9	43.8	43.1	46.8
Choose if no cost	26.5	24.3	21.1	20.9
Never choose	5.0	4.9	6.0	5.2

a. Percent

X^2 (9) = 9.48, not significant

Table D.31 - Importance of Radio by Sex

Importance of Radio	Sex: Male	Sex: Female
Willing to pay more than $100	31.4[a]	25.3
Willing to pay $100 or less	35.0	36.2
Choose if no cost	27.0	29.5
Never choose	6.6	9.0

a. Percent

X^2 (3) = 12.36, not significant

Table D.32 - Importance of Radio by Age

Importance of Radio	Age: 16-24	Age: 25-49	Age: 50+
Willing to pay more than $100	33.1[a]	32.2	20.8
Willing to pay $100 or less	34.8	36.6	33.9
Choose if no cost	26.6	25.6	33.0
Never choose	5.5	5.6	12.3

a. Percent

X^2 (6) = 59.64, $p < .001$

Table D.33 - Importance of Radio by Educational Level

Importance of Radio	Education			
	Public School	Some High School	Completed High School	Post Secondary
Willing to pay more than $100	22.3[a]	23.0	35.4	35.1
Willing to pay $100 or less	35.6	35.5	35.1	36.1
Choose if no cost	33.1	33.0	22.7	22.6
Never choose	8.9	8.5	6.8	6.1

a. Percent

X^2 (9) = 55.27, $p < .001$

Table D.34 - Importance of Air Conditioning by Sex

Importance of Air Conditioning	Sex	
	Male	Female
Willing to pay more than $100	34.6[a]	28.1
Willing to pay $100 or less	14.5	16.3
Choose if no cost	26.7	29.9
Never choose	24.2	25.6

a. Percent

X^2 (3) = 10.44, not significant

Table D.35 - Importance of Air Conditioning by Age

Importance of Air Conditioning	Age		
	16-24	25-49	50+
Willing to pay more than $100	29.1[a]	30.5	34.8
Willing to pay $100 or less	25.3	14.2	13.0
Choose if no cost	27.1	31.1	23.6
Never choose	18.5	24.2	28.6

a. Percent

X^2 (6) = 43.76, $p < .001$

Table D.36 - Importance of Air Conditioning by Educational Level

Importance of Air Conditioning	Education			
	Public School	Some High School	Completed High School	Post Secondary
Willing to pay more than $100	29.4[a]	28.4	36.7	31.5
Willing to pay $100 or less	15.4	15.3	14.5	16.2
Choose if no cost	34.1	28.8	24.4	23.3
Never choose	21.0	27.5	24.4	28.9

a. Percent

X^2 (9) = 31.61, $p < .001$

Table D.37 - Importance of Cruise Control by Sex

Importance of Cruise Control	Sex	
	Male	Female
Willing to pay more than $100	18.4[a]	15.3
Willing to pay $100 or less	26.5	21.5
Choose if no cost	28.5	32.3
Never choose	26.6	31.0

a. Percent

X^2 (3) = 14.65, not significant

Table D.38 - Importance of Cruise Control by Age

Importance of Cruise Control	Age		
	16-24	25-49	50+
Willing to pay more than $100	17.2[a]	17.1	16.8
Willing to pay $100 or less	33.0	24.2	20.7
Choose if no cost	26.5	31.6	29.3
Never choose	23.4	27.1	33.2

a. Percent

X^2 (6) = 23.74, $p < .001$

Table D.39 - Importance of Cruise Control by Educational Level

Importance of Cruise Control	Education: Public School	Some High School	Completed High School	Post Secondary
Willing to pay more than $100	16.5[a]	16.1	9.4	31.5
Willing to pay $100 or less	23.3	24.5	26.0	23.0
Choose if no cost	33.3	33.1	25.5	30.8
Never choose	26.8	28.3	24.9	36.9

a. Percent

X^2 (9) = 52.42, $p < .001$

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